

LIFE

THE WORLD WE LIVE IN: PART X
**ICEBOUND BARRENS
OF THE ARCTIC TUNDRA**

20 CENTS

JUNE 7, 1954



*Styled by world famous
Raymond Loewy!*

GET AHEAD OF THE PARADE...

GET MORE WHEN YOU TRADE

BE SURE that you don't settle for an old-fashioned "new" car this year. Get the out-ahead smartness of the most modern automobile in America—the exciting '54 Studebaker.

Studebaker's speedlined new low silhouette is more than the greatest advance ever made in car styling. It's like money in the bank as insurance of top trade-in value.

Better still, the pace-setting new Studebaker design helps to cut your driving costs 'way down. You stop paying the price of gas-eating excess bulk and power-wasting dead weight.

'54 Mobilgas Economy Run winner!

Three 1954 Studebakers rolled up sensational victories in this year's Mobilgas Run. Studebaker won the Grand Sweepstakes Award—finished first in actual miles per gallon and ton miles per gallon. Try out a '54 Champion or Commander V-8 at your nearby Studebaker dealer's.



World's most beautiful station wagon!

**Get a far-advanced '54 Studebaker
and enjoy the pride of driving
the most modern car in America**



White sidewall tires and chrome wheel discs optional in all models at extra cost.

Studebaker is first in America in sports car design!

New *Lilt* Home Permanent

looks, feels and stays like the

Loveliest Naturally Curly Hair!

*— a
far softer wave
than any other
home permanent!*



Exclusive new wave conditioner means that
only from Lilt can you get such soft, natural-looking curls!

Your New Lilt wave looks as lovely as the loveliest
naturally curly hair . . . shimmering with healthy-looking highlights. You get
the kind of wave you want where you want it!

Your New Lilt wave feels like naturally curly hair because
Lilt's Wave Conditioner makes curls so extra-soft you can feel the difference!
Lilt Curls are always soft and smooth like nature's own!

Your New Lilt wave stays like naturally curly hair
because it's the longest-lasting wave possible today! Lilt keeps
its shining, soft naturalness month after month!

Procter & Gamble's new *Lilt* Home Permanent



Now!

Lilt lets you
choose the wave
especially made for
your type of hair.
Super, Regular or
Gentle Lilt . . .
and Lilt's new
Party Curl, the
very best children's
home permanent.

\$1.50
(plus tax)

This One



HQ3R-8QS-GN5P

Now...Beauty and Comfort-a room air conditioner that
FITS FLAT WITH THE WALL
NO BULGE...IT'S A MITCHELL



Look again at this revolutionary new space saving Mitchell Room Air Conditioner. There's nothing like it for performance and styling. *It does more for you than any other Room Air Conditioner with the easy to operate single-knob Weath'r-Dial . . .* it has cooling power to spare for matchless summer comfort. It filters, it dehumidifies, it circulates, it ventilates, and even heats for winter days to follow. It alone has *all* the superior features, the extra value you've been looking for . . . at no extra cost. *It's a Mitchell.*

Write today for a free full color booklet.

there's a Mitchell dealer near you . . . Look under "Air Conditioning" in the classified pages of your phone book

MITCHELL

the world's finest
room air conditioner

the brand * **RATED 1ST IN COOLING POWER**
 by this independent laboratory test

United States Testing Company, Inc.
 HOBOKEN, N. J.

TEST NUMBER E-8095-A REPORT TO MITCHELL MFG. COMPANY CHICAGO 14, ILLINOIS

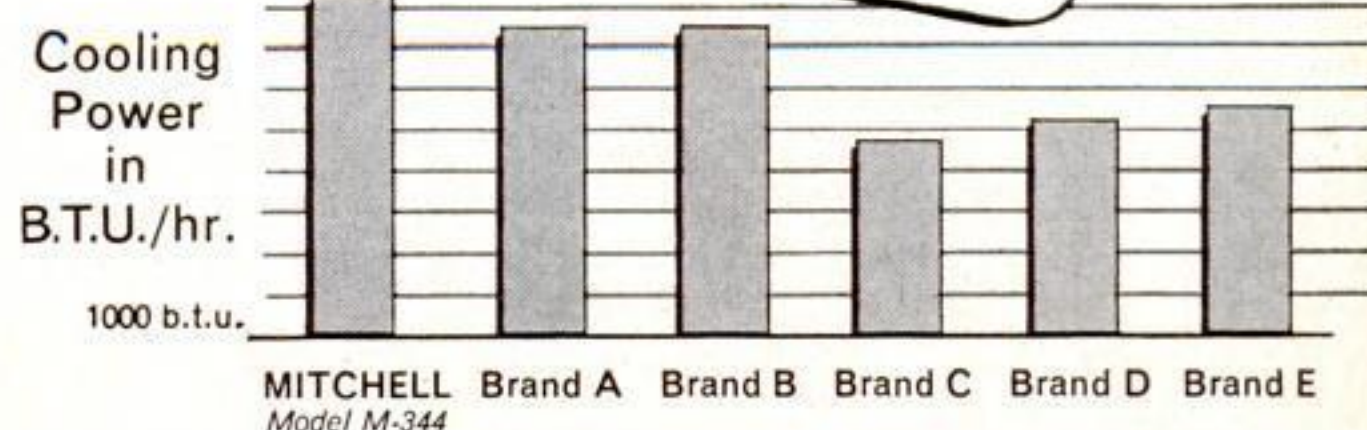
SUBJECT: Six (6) 3/4 H. P. Air Conditioners, submitted by Mitchell Mfg. Company on P. O. #51659, consisting of one unit manufactured by the Mitchell Mfg. Co. and five competitive units designated as A, B, C, D & E.

NATURE OF TESTS & TEST PROCEDURE:
 Cooling Capacity as per A.S.R.E. Circular #16. The unit was installed between two adjoining controlled ambient rooms. The air quantity delivered by the evaporator fan was determined by use of a calibrated nozzle. The wet and dry bulb air temperatures in entering and leaving air streams were measured with mercury-in-glass thermometers calibrated in 0.1 degrees centigrade. Readings of wet and dry bulb air temperatures, air flow, velocity pressure, power input and line voltage were recorded every ten minutes after test conditions and thermal equilibrium had been established.

RESULTS:
 Cooling Capacity for each of the units is shown on Figure 1

Supervised by *J. Robert Tucker* By *George R. Hennessy*
 Page 1 of 2

OUR LETTERS AND REPORTS ARE FOR THE EXCLUSIVE USE OF THE CLIENT TO WHOM THEY ARE ADDRESSED, AND THEIR COMMUNICATION TO ANY OTHERS, OR THE USE OF THE NAME OF UNITED STATES TESTING COMPANY, INC., MUST RECEIVE OUR PRIOR WRITTEN APPROVAL. OUR LETTERS AND REPORTS APPLY ONLY TO THE SAMPLE TESTED AND ARE NOT NECESSARILY INDICATIVE OF THE QUALITIES OF APPARENTLY IDENTICAL OR SIMILAR PRODUCTS.



*results based on test of a 3/4 h.p. unit of 6 leading brands.

Mitchell Manufacturing Company
 Dept. 19, 2525 Clybourn Ave. • Chicago 14, Ill.
 In Canada: Mitchell Mfg. Co., 19 Waterman Ave., Toronto, Canada

How long is love? As long as tomorrow? As long as the solemn sounds of the wedding march linger in the heart?

Is it as long as a babe's first thin wail is remembered?

As the procession of days wanes into a tranquil sunset?

Is it then *as long as a lifetime*? No, says her engagement diamond, *love is as long as eternity*... for that is how long the light of your love will shine in my depths...

captured, not merely for a lifetime, but forever.

Your engagement diamond need not be costly, or of many carats, but it should be chosen with care. Remember, color, cutting, and clarity, as well as carat weight, contribute to a diamond's beauty and value. A trusted jeweler will help you find a stone of fitting size and quality and style for what you wish to spend. Divided payments can usually be arranged.

DE BEERS CONSOLIDATED MINES, LTD.

1/4 carat (25 points) \$85 to \$185 1 carat (100 points) \$520 to \$1130
1/2 carat (50 points) \$200 to \$450 2 carats (200 points) \$1250 to \$3165



In January, 1954, jewelers throughout the country were asked for the prices of their top-grade engagement diamonds (unmounted) in the weights indicated. The result is a range of prices, varying according to the qualities offered. Exceptionally fine stones are higher priced. Add Federal tax. Exact weights shown are infrequent.

a diamond is forever

H. W. AYER & SON

Get all 7 features women want most in one refrigerator-freezer combination...



1

SEPARATE FREEZER: Norge freezes 80 pounds of fresh foods or leftovers—keeps them tasty for months.



2

MOIST COLD: The entire main storage area provides moist cold—to keep foods fresh longer.



3

NO DEFROSTING: Norge defrosts automatically between each cycle—even disposes of the frost water.



4

ROLL-OUT SHELVES: All Norge's shelves roll out—even foods in the back row are at your finger tips.



5

DOOR SHELVES: They're full-width in Norge—give you extra storage space up front.



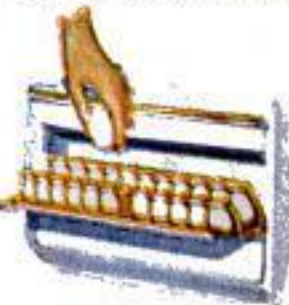
6

BUTTER CONDITIONER: Butter is always ready to spread in Norge's built-in Butter Bank.



7

EGG RACK: Norge's compact, removable Egg Nest stores 23 eggs right in the door.



new **NORGE** Customatic

However modern your own refrigerator seems, it's bound to be old-fashioned compared to the new Norge Customatic. For here is a totally new appliance—a truly automatic refrigerator-freezer combination. Summer or winter, holiday-full or vacation-empty—the temperature

and humidity in this new Norge are always just right. And there's no defrosting. No frost water to empty.

The separate, true-zero freezer automatically stays at the correct temperature for freeze-preserving foods—holds a full 80 pounds! In the main storage

area, moist cold helps to keep foods from drying out. Yet there's no drizzle of moisture on the walls.

From every standpoint, the new Norge Customatic is the most convenient food storage center imaginable. And you can own one for as little as \$339.95!

NORGE ... *just the best in home appliances*

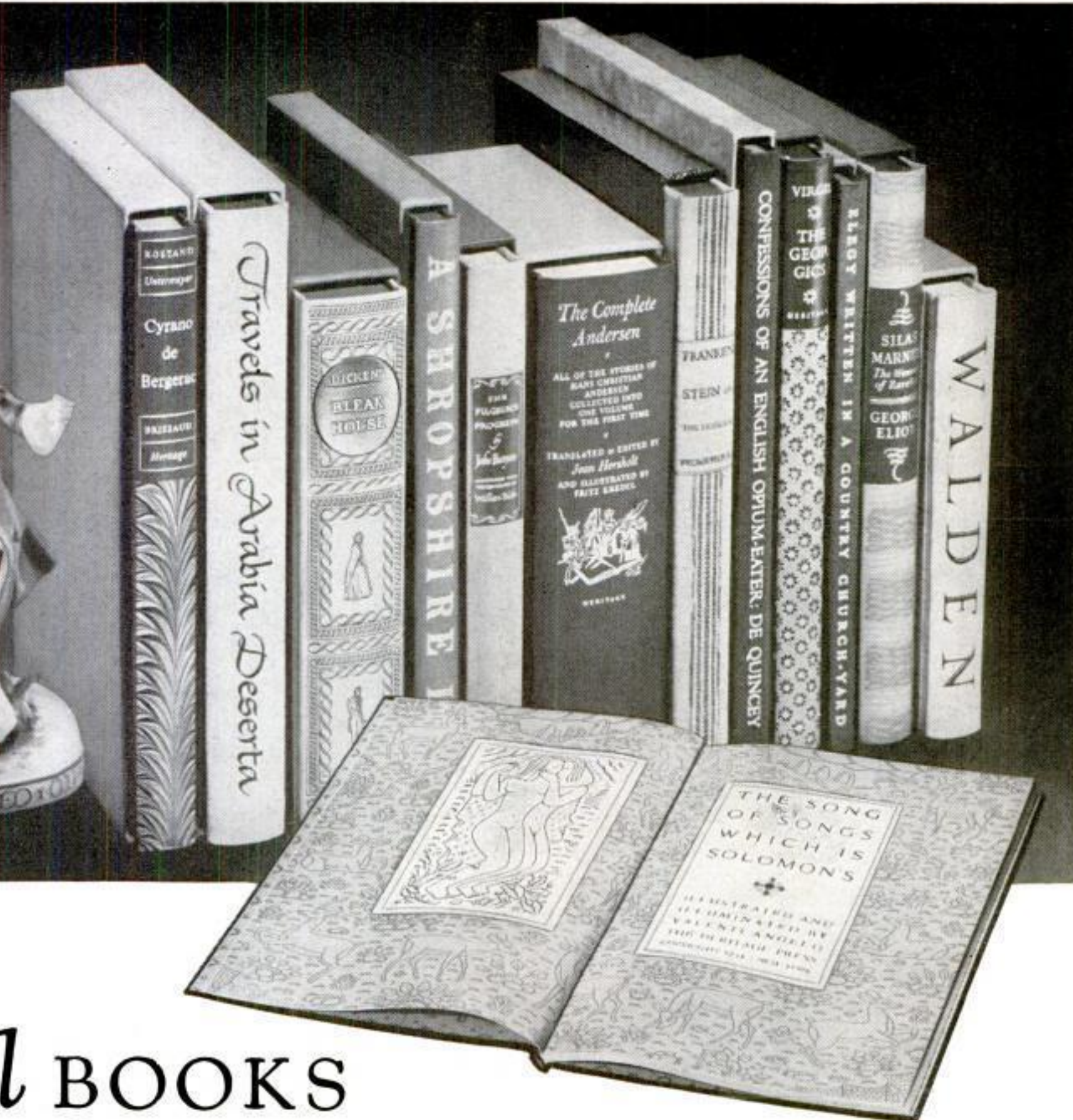
Refrigerators • Freezers • Gas and Electric Ranges • Automatic and Conventional Washers • Gas and Electric Dryers • Water Heaters

DIVISION OF BORG-WARNER
MERCHANDISE MART • CHICAGO 54

In Canada: Addison Industries, Toronto



IF
YOU ARE
LIGHT
ON
YOUR FEET,



YOU MAY NOW OBTAIN BEAUTIFUL, beautiful BOOKS

LIKE THESE—AT THE SAME PRICE AS AN ORDINARY NOVEL!

Yes indeed, PROVIDED YOU ARE QUICK ENOUGH,
you may now fill a vacancy
in the membership of *The Heritage Club*—
and thus acquire a unique collection
of the world's classics, especially illustrated
by the world's greatest artists
and superbly printed on fine papers:
for the same price as an ordinary novel!

HURRY! Hurry! HUR-R-R-RY! That's what we mean, in the language of the side-show barker, when we say *if you are light on your feet* and when we say *provided you are quick enough*.

For you may know that the membership rolls of *The Heritage Club* are not always open for new members. When some vacancies occur, and the membership rolls are publicly opened for new members through announcements such as this one—why, you are offered an unusual opportunity which you should be quick to seize.

Shall we tell you why?

WELL, *The Heritage Club* distributes to its members "the classics which are our heritage from the past, in editions which will be the heritage of the future." These books are not falsely *deluxe* nor are they old editions dressed up for a new market. They are the classics of the world's literatures: especially designed by the world's most famous typographers, illustrated by the greatest of the world's artists, carefully printed by leading printers on papers which have been chemically tested to assure a life of at least two centuries, handsomely bound and boxed.

You may find this next statement hard to believe; but nevertheless it is true, and it seems a principal reason for the continuing success of this cooperative plan: *the members obtain these books for the same price that they are called upon to pay for ordinary rental library fiction!* Yes, each member pays only \$3.65 for each book—or, even more remarkable, only \$3.28 if he pays in advance!

What is the natural result?

THERE ARE now thirty thousand members. And, although the Club is starting upon its Nineteenth Annual Series, of the original Charter Members more than half still remain in the membership! The "renewal rate" in *The Heritage Club* is far, far greater than the "renewal rate" of any of the ordinary book clubs. In short, the members themselves are highly satisfied!

Now the Prospectus is being prepared, for the Nineteenth Series; and in it are described the books to be distributed to the members during the coming twelve months. We anticipate fewer than one thousand vacancies. *If you are quick enough*, and if you obtain one of these for yourself, you will obtain books like these:

An American Tragedy by Theodore Dreiser, illustrated by the great American painter Reginald Marsh; and *The Lives of the Noble Romans and Noble Grecians*, in a wonderful text edited from the manuscript in the Huntington Library, beautifully designed and decorated by W. A. Dwiggins; and *Notre-Dame de Paris*, the massive novel by Victor Hugo illustrated with paintings made in the Cathedral itself by Bernard Lamotte; and *The Story of Reynard the Fox* by Goethe, illustrated with wood-engravings by Fritz Eichenberg; and *The Revolt of the Angels* by Anatole France; and Milton's *L'Allegro and Il Penseroso* in an extraordinary *dos-à-dos* volume planned by Bruce Rogers...

These are only a few of the titles.

Yet you don't have to take any of the listed titles if you don't want them! You are given a list of more than four dozen *Heritage* books-in-print—from which you are permitted to select substitution titles. In short, you may obtain only the books you want, and yet at a price which is a bargain.

OF COURSE, there have been book bargains before; and there will be again. But it seems safe to say that never in the history of book publishing has a greater bargain than this been offered to wise buyers of books.

You are invited to put this statement to the test! You are invited to send for this new Prospectus, which describes the cooperative membership plan in detail—and includes many expressions of opinion from the members themselves, the people who pay their good money for these books and do not have to indulge in high-flown language.

If you will fill out the coupon printed below, and mail it to *The Heritage Club*, you will be sent a copy of the Prospectus. Also, one of the limited number of vacancies *will be reserved for you* until you have had time to study the Prospectus and to make up your mind about these books which are treasures.

To get this reservation, however, you must be light on your feet! You would be wise to mail the coupon *now!*

RESERVATION COUPON

TO
THE
HERITAGE
CLUB

595 Madison
Avenue,
New York 22,
N. Y.

Please send me your new Prospectus, describing the books which you will distribute to the members in the coming twelve months. I understand that you will now reserve one of the remaining memberships for me, awaiting my formal application.

NAME

ADDRESS

CITY AND STATE

1-19



4 things to look for ...

4 ways to find them ...

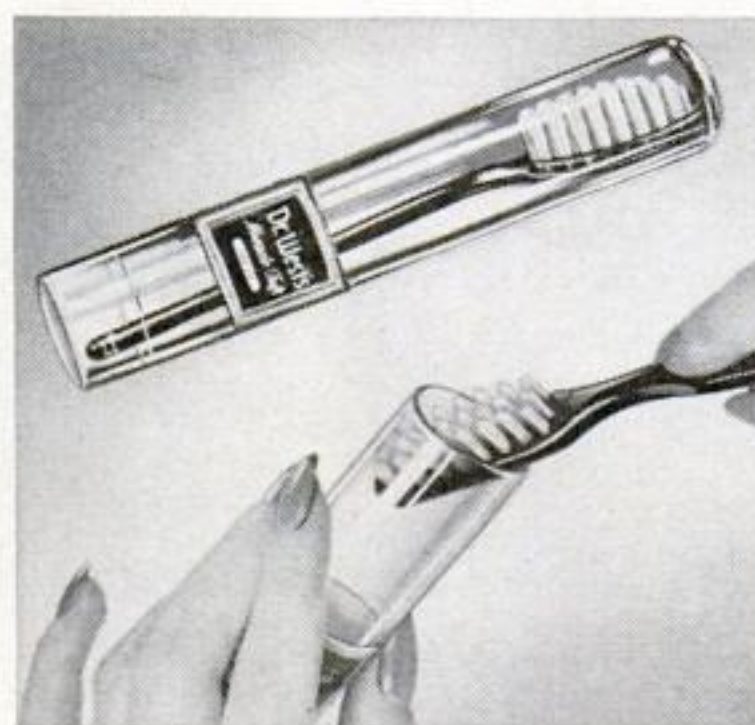
WHEN YOU SELECT A TOOTHBRUSH



1. Ask your dentist for help—He will gladly prescribe and probably will advise you to get a small-headed brush. He will also specify which texture he wants you to use: hard, medium or soft.



2. —Or look for a brand you know—Brushes are precision made, each bristle tuft is stapled-in individually, and carefully trimmed. A name like Dr. West's is an important guide to quality.



3. Get one in a sanitary package—No package is so hygienically safe as a sealed glass tube. A toothbrush is a dental instrument—it should be packaged in glass to reach you completely safe.



4. Examine brush before you buy—See that there are no out-of-line bristles, that the brushhead is not skimpy and the handle is sturdy. Get different color handles for each family member.

Four features only Dr. West's can offer you

Only Dr. West's offers toothbrushes in all leading shapes, all sizes, all textures. Whether you're a "scrubber" or a "roller" in the way you brush, Dr. West's has the right brush for you.

Only Dr. West's offers water-proofed "Exton" brand bristles—anti-soggy, quick drying, strong, even in soft textures.

Only Dr. West's offers surgical-type packaging; each brush is hermetically sealed in glass.

Only Dr. West's, "The Master Brushmaker," has the precision machinery and skill required to make every brush micrometrically perfect.

★ ★ ★

Dr. West's family of toothbrushes

- A. **Regular**—3-row, shaped to clean inside, outside, in between . . . 60¢
- B. **Child's**—For children 3 to 7 years. Precision made . . . 30¢
- C. **Youth's**—For small dental arch . . . 40¢
- D. **2-Row Oro**—The dentist-type, 1-inch, flat top brush . . . 60¢
- E. **2-Row Professional**—Smaller edition of Dr. West's Regular . . . 60¢
- F. **Flexite**—New! Flexible bristles and ribbed handle; super-efficient . . . 60¢
- G. **Nylon**—The quality, budget-priced Dr. West's . . . 30¢
- H. **Dental Plate**—For full and partial plates . . . 60¢

Copyright 1954 by Weco Products Company



Custom built to
fit each need

Copyrighted material

Anchorglass *makes every meal a party!*

Now! Enjoy the luxury of Festive Forest Green Dinnerware and Stemware in complete sets!



18 PIECE HOSTESS SET

in gift carton... about \$2.49

FOUR CUPS • FOUR SAUCERS • FOUR DINNER PLATES • FOUR SOUP OR CEREAL BOWLS • SUGAR • CREAMER

22 PIECE HOSTESS SET

in gift carton... about \$3.29

FOUR CUPS • FOUR SAUCERS • FOUR DINNER PLATES • FOUR SOUP OR CEREAL BOWLS • FOUR GOBLETs • SUGAR • CREAMER

All these pieces are available, individually, in open stock at very low prices. For example, cups, saucers, 10¢ each.

IT'S truly a gay occasion when you set your table in jewel-bright forest green glass tableware. Everything matches beautifully—plates, cups, saucers, goblets. Matches in color, and pattern, too! And see how cleverly the crystal-clear base of the stemware sets off the deep, rich emerald body.

Even if you have an "everyday" set of dinnerware, you'll want one of these Forest Green Hostess Sets for parties, evening spreads, buffets, television snacks... or to give as extra-special gifts. At these amazingly low prices, it's the value of a lifetime!

Forest Green Hostess Sets are available wherever glass is sold. If your dealer does not have them, he can get them for you by writing Anchor Hocking Glass Corporation.

30-Piece Hostess Set, smartly packed in gift carton... about \$4.29

FOUR 9½" DINNER PLATES • FOUR 6½" SALAD PLATES • FOUR SOUP BOWLS
FOUR CUPS • FOUR SAUCERS • FOUR GOBLETs • FOUR SHERBETs • SUGAR • CREAMER



COCKTAIL



JUICE



SHERBET



GOBLET



Each of these glasses is available in complete sets of 8... about \$1.79... smartly packed in gift cartons.

Or individual glasses can be bought in open stock for around 25¢ each.

Look for the name **Anchorglass**



A PRODUCT OF ANCHOR HOCKING GLASS CORPORATION, LANCASTER, OHIO



FAMOUS SACONY SUITS OF PALM BEACH CLOTH CAN BE WASHED AS WELL AS DRY-CLEANED, COME IN MANY WONDERFUL COLORS AND FOUR DIFFERENT SIZE RANGES. SUITS COST \$25 EACH.

Sacony Summer Fashion Week

STARTING MONDAY (JUNE 7TH) NATION'S STORES STAR COOL SACONY CLOTHES INCLUDING CELEBRATED \$25 SUITS OF PALM BEACH* CLOTH

Women who have long complained that "you can't find cool Summer clothes in the stores when you really need them" will discover next week a fine solution of their problem. Store windows and ads throughout the nation will mark Sacony Summer Fashion Week with showings of fresh easy-to-pack Sacony fashions to wear from June to September. Salespeople will help them pick from a variety of styles, give them the welcome news that Sacony suits, dresses and sportswear were especially designed to look smooth and immaculate after a day of travel, play or work. Behind this event was the

decision of fashion executives in stores and at Sacony that it was high time something was done for the many women (said to be 2 out of 3 in the nation) who wait to buy their Summer clothes until vacations loom and four months of heat waves face them. Pointing out that all Sacony fashions snap back fast from humid-weather wrinkles, wash or clean easily, weigh little, stores added more news: 1954 styles and colors are many and wonderful. Sacony's children's wear will also get special billing. Watch for local store announcements this coming week or write Sacony, College Point, N. Y.

*PALM BEACH TRADE MARK REG. BY GOODALL-SANFORD, INC., MFR. OF CLOTH.



Sacony Waistbander dresses in washable acetate jersey are national best-sellers. This new two-color model sells for 12.95.



Called the *basic* Waistbander because it changes character with each round of accessories, this Sacony dress is just 10.95.



Sacony Waistbander dresses have elasticized middle section for perfect waistline fit. Bumble bee print model sells for 14.95.



Whole outfits of Sacony poplins can be assembled under \$9. This button-on halter is 2.50; the flared stitched skirt is 5.95.



Sacony's brilliant-hued poplin separates wash and wear superbly. Patch-pocket jacket here is 5.95; halter 1.95; shorts 3.95.

ADVERTISEMENT: copyrighted by Sacony



Five days of new freedom

Meds Tampons

**YOUR FIRST PACKAGE
FREE!**

We know that once you try Meds®—the safer, softer tampon—and discover those five days of new freedom every month, you'll be a Meds tampon user ever after! Mail us the back panel from the first Meds box of 10 you buy, with your name and address. We'll return the full price—39¢. Personal Products Corp., Dept. D-7, Milltown, N.J. (Offer expires Oct. 31, 1954.)

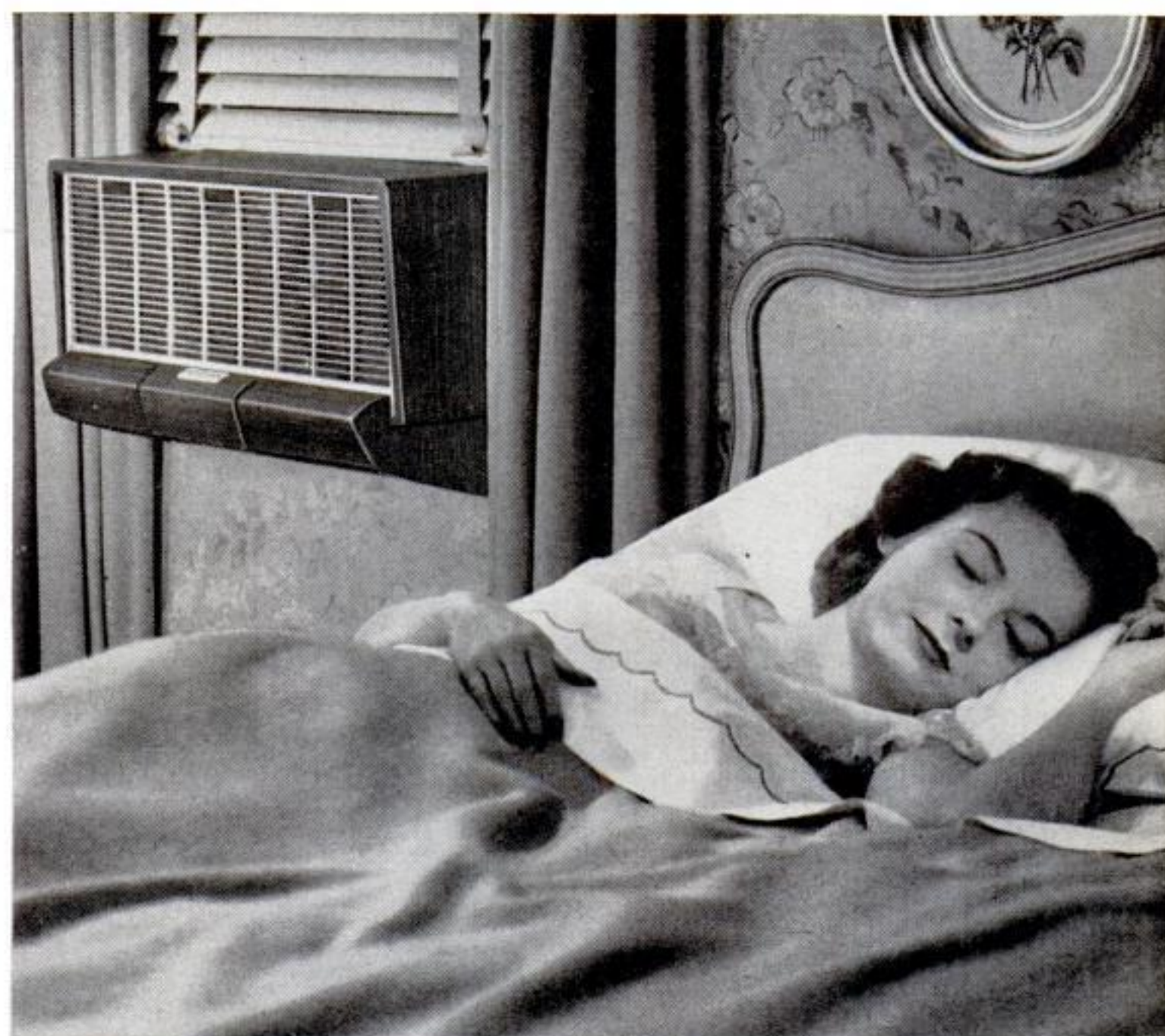
THIS OFFER GOOD IN U.S.A. AND TERRITORY OF HAWAII ONLY. VOID WHEREVER PROHIBITED. ©1954 Meds, Inc.

Why Swelter?

Beat the heat with G-E "Comfort-Conditioned Air"!



No more sleepless nights! Don't face another hot summer of sleepless nights and soggy bedclothes. With a G-E Room Air Conditioner you can sleep cool, relaxed and undisturbed.



Sleep dry and cool . . . A General Electric Room Air Conditioner eliminates the discomfort of hot, muggy weather. It provides a whole roomful of cool, crisp, filtered air—"Comfort-Conditioned Air."

Insist on "Comfort-Conditioned Air" . . . only G. E. offers you all this!



Dry, cool comfort! A G-E Room Air Conditioner not only cools the air, it removes excess moisture. You never feel clammy. You enjoy that crisp, invigorating feel of autumn—all summer long, 24 hours a day.



Clean, healthful comfort! You enjoy a cleaner, healthier home. Truly efficient filters reduce airborne dust, dirt and pollen and help provide real relief for many allergy sufferers. Everything stays cleaner.



No-draft comfort! Not one, not two, but *three* special air directors send "Comfort-Conditioned Air" to every corner of the room. You set them exactly as you wish to prevent drafts and over-chilling.



Automatic comfort! G-E Room Air Conditioners have automatic temperature control. Just choose your own setting. A sensitive thermostat turns unit "On" and "Off" as room temperature tends to vary.



Dependable comfort! For years G.E. has been the symbol of dependability to appliance users everywhere. G-E Conditioners have a sealed refrigeration system backed by a 5-year warranty.

Keep cool and dry
for as little as—

\$229⁹⁵



**ROOM AIR
CONDITIONERS**

Learn how little it costs to keep dry and cool!

Why not plan to enjoy G-E "Comfort-Conditioned Air" from now on? There's a complete line of beautifully styled G-E Room Air Conditioners to cool any size room, at home or at the office.

No expensive plumbing or remodeling necessary for installation. No water pans to empty, no radio or TV interference. Better see your G-E dealer soon. General Electric Company, Appliance Park, Louisville, Ky.

So quiet! So very dependable!

GENERAL  ELECTRIC



A Kitchen-Size **DIXIE CUP** Dispenser ends between-meal clutter!

- No more piled-up counters and sinks!
- No more between-meal dishwashing!
- No more glasses to be dried and put away!
- No more broken glasses!
- Handy for the whole family... the year 'round!
- For fruit juices! Milk! Soft drinks!
- Ideal for outdoors during hot summer months!

Look for the big economy size... the thrifty way to buy Dixie Cups for everyday home use



Dixie is a registered trade mark of the Dixie Cup Company

Now! Dixie Cups Do So Much... Cost So Little!





Pipe-line

to a Dad's heart!



New! Kaywoodie Exclusive!
White Briar, Bulldog. \$5.00



Standard, Full Bent. \$4.00



Super Grain, Apple. \$5.00



Flame Grain, Bulldog. \$10.00



All Briar, Billiard. \$10.00
(Briar bit matches bowl)



Super Grain, Streamliner. \$5.00
(Fits into pocket without bulge)

More than you know, perhaps... you do wonderful things for Dad by giving him a Kaywoodie.

You give far more, in fact, than the countless sweet hours of relaxation this luxury pipe brings to a man. It *does* taste heartier, cooler, mellower, of course. It's the world's finest imported briar... so rich-smoking, Dad doesn't have to inhale to relish it.

But note this, too. You give Dad the truly carefree smoke! Kaywoodie smoking has been *proved* the safest, healthiest smoking a man can enjoy.*

Men are so proud of Kaywoodie beauty and styling that owning just one is never enough. So even if Dad's a Kaywoodie man now—he'll be very grateful for a new Kaywoodie on Father's Day.

*Kaywoodie smoke had 3 to 4 times less nicotine, tars and resins than cigarettes and cigars, smoked far cooler than 34 other pipe brands, in independent tests by nose and throat specialists.

KAYWOODIE

WORLD'S MOST BEAUTIFUL PIPES



LOOK FOR THE KAYWOODIE CLOVERLEAF
NEW YORK • LONDON • SINCE 1851

LETTERS TO THE EDITORS

JENKINS AND WELCH

Sirs:

If nothing else good comes out of the McCarthy hearings, we have had a rare treat in LIFE's delightful presentation of two "old-fashioned" lawyers ("The Men McCarthy Made Famous," May 17). In the West Virginia town where I grew up a familiar sight was the county courthouse with its white pillars that cast such great shadows on sunny days, its old janitor resting his lame body against the warm red bricks while, inside, the courthouse resounded with oratory: pleading and cajolery, honey-toned sarcasm, voices rising to concert pitch and dropping to measured, meaningful whisper. It was all there in unforgettable drama and it certainly lived again for me in Ernest Havemann's fine article.

ROSALIND SIBOLD

Washington, D.C.

Sirs:

The Nevada National Guard made no bones about the nature of life in the Army in this float (*below*) entered recently in the 20th annual Elks Hell-dorado celebration in Las Vegas, Nev. For a crowd of some 45,000 spectators, it depicted a certain Army private lounging in a jeep while an unidentified general labored over a flat tire. . . .

BUD HOLMES

Las Vegas Sun
Las Vegas, Nev.



FAMOUS SOLDIER AFLOAT

Sirs:

... The article beat television and radio reports of the hearings and participants. I turned off the electronic media and then read every word, even though, as a 75-year-old reader, I had to use a magnifying glass to do it.

MRS. D. W. STADTMULLER

Berkeley, Calif.

Please address all correspondence concerning LIFE's editorial and advertising contents to: LIFE, 9 Rockefeller Plaza, New York 20, N. Y.

Please address all subscription correspondence to J. Edward King, Gen'l Manager, LIFE, 540 N. Michigan Ave., Chicago 11, Ill. Changes of address require four weeks' notice. (If Post Office is asked to forward copies to another community, subscriber is charged a minimum of 25¢ an issue under parcel post rates.) When ordering change, please name magazine and furnish address imprint from a recent issue, or state exactly how magazine is addressed. Change cannot be made without old as well as new address, including postal zone number.

Time Inc. also publishes TIME, FORTUNE, ARCHITECTURAL FORUM and HOUSE & HOME. Chairman, Maurice T. Moore; President, Roy E. Larsen; Executive Vice President for Publishing, Howard Black; Executive Vice President and Treasurer, Charles L. Stillman; Vice President and Secretary, D. W. Brumbaugh; Vice Presidents, Bernard Barnes, Allen Grover, Andrew Heiskell, J. Edward King, James A. Linen, Ralph D. Paine, Jr., P. I. Prentice; Comptroller and Assistant Secretary, Arnold W. Carlson.

Sirs:

... Mr. Welch seems to be a sort of dandified Uriah Heep, a very "umble" man! I very much distrust his brand of "humility." . . .

MRS. JOHN BERRY

Greensboro, N.C.

Sirs:

Mr. Jenkins and Mr. Welch are certainly two outstanding Americans, but I am highly indignant with this constant criticism of another outstanding American, Senator McCarthy. . . .

MRS. A. D. JOHNSON

Fairfield, Conn.

FOUR-MINUTE MILE

Sirs:

"An 'Impossible' Goal Is Reached" (LIFE, May 17) is a grand job of photographic reporting on Roger Bannister's four-minute mile, except for one glaring omission. I am greatly disappointed that in the series of pictures of former world-record holders you failed to honor my brother—Norman Taber—the U.S. runner who brought the record to this country in 1915 and held it for eight years. When Norman, now deceased, ran the mile in 4:12.6 on the Harvard track on July 16, 1915, he broke Walter George's world record which had stood since 1886. The new record stood until 1923 when Paavo Nurmi ran the mile in 4:10.4. . . .

HOWARD A. TABER

The Hotchkiss School
Lakeville, Conn.



MILER NORMAN TABER IN 1916

DAWN ADDAMS

Sirs:

My thanks for this unusual and delightful record ("A Pretty Girl Met a Prince," LIFE, May 17), which my husband and I will value always. I would like especially to thank 3-D (Photographer David Douglas Duncan). He was a very welcome wedding guest and I think he managed to have a good time, despite the fact that one of his cameras got broken in the crush.

DAWN ADDAMS MASSIMO

Rome, Italy

FRENCH PARACHUTISTS

Sirs:

Shortly after seeing your Picture of the Week of three French parachutists jumping with arms linked ("A Tumbling Trio in the Yonder over the Yonne," LIFE, May 17), I noticed a picture of a subsequent jump on May 16 by the same group in an issue of the French picture magazine, *Paris Match*. But this time (*see next page*) the daring young men added two more

CONTINUED ON PAGE 15

▶▶ If you don't "cheat"
on the yellow light,
it can help you...

save up to 40% on your auto insurance!

*Read how careful drivers get top-notch
protection at rock-bottom rates with*

STATE FARM MUTUAL

Are you a careful driver, like the man in the picture? Congratulations! You probably can qualify for membership with State Farm Mutual and substantial savings on your auto insurance!

At State Farm, we deliberately aim to insure *careful drivers only*. Excluding reckless, careless, irresponsible drivers helps hold down accident costs. The savings are passed back to State Farm members in the form of *low rates*. As much as 40 percent lower than you may be paying right now!

And State Farm's 3 million members (more than any other company insures) enjoy the *best* in auto insurance. They pay for it semi-annually—a real convenience. If they do have an accident, they get quick, on-the-spot service from one of our 7,000 agents or 700 claim expeditors.

Why not find out how much you can save? Call the agent listed under "State Farm Insurance" in the yellow pages of your phone book, or write: State Farm Mutual, Dept. C-11, Bloomington, Ill.



Can You Qualify?

*State Farm aims to insure
careful drivers only. Drivers
who can be counted on to:*

- ☐ Heed crossing signals
- ☐ Stop for the school bus
- ☐ Obey speed laws
- ☐ Make full stop at stop signs
- ☐ Be extra careful on slick pavements
- ☐ Be alert in emergencies
- ☐ Avoid passing on hills or curves
- ☐ Avoid mixing alcohol and gasoline

STATE FARM MUTUAL

"the careful driver insurance company"



FREE TO MEMBERS!

Ask your agent for your new State Farm insignia (like above) in bright red headlight-reflecting Scotchlite. Display it proudly on left rear car bumper to identify yourself as "careful driver, soundly insured"... to provide emergency reflection when parked or if taillight fails.

*State Farm Insurance is written only by the
State Farm Mutual Automobile Insurance Co.
and its wholly owned affiliates:*

**State Farm Life Insurance Company
State Farm Fire and Casualty Company**

*Home Office: Bloomington, Illinois. Field claim offices
in 315 principal cities. 7,000 agents in 40 states, District
of Columbia, and Ontario, Canada*

Hear "Jack Brickhouse Sports News" Saturdays and
"Cecil Brown News Commentaries" Sundays over Mutual Stations.
Check local radio listings.

FOR JOYOUS JUNE PARTIES . . .

Deliciously Dressed Salads

June wedding and graduation parties are once-in-a-lifetime celebrations . . . they call for refreshments that are both glamorous and taste-thrilling.

Delicious Ann Page Dressings will do you proud on the grandest occasions in salads and sandwiches. Choose Ann Page Salad Dressing for its distinctive touch of tartness . . . or dainty, fresh-tasting Ann Page Mayonnaise. Both owe their goodness to fine salad oil, egg yolks and artful seasonings.

You can count on *all* Ann Page Foods to give you top quality at *thrifty prices*. They're made of choice ingredients in A&P's own Ann Page food kitchens and sold only in A&P stores. This eliminates unnecessary in-between expenses and *you* share the savings!



JUNE PARTY PLATE

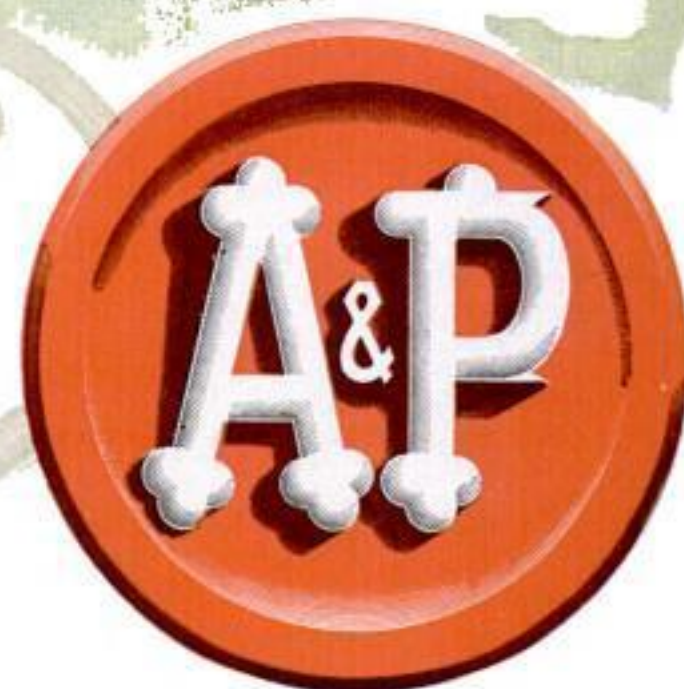
MINIATURE SANDWICH LOAF: Trim crusts from 4 bread slices. Spread one with mixture of chopped ham & pimienta, pickle relish, and Ann Page Mayonnaise;* another with sharp-cheese spread and chopped stuffed olives; and the third with mixture of chopped hard-cooked egg, minced green onions & parsley, and mayonnaise.* Stack, and top with fourth bread slice. Frost top and sides with mayonnaise* and garnish.

SUNBURST TOMATO: Make 6-8 slashes in tomato, petal fashion. With grapefruit knife cut cone-shaped center. Cover center with mayonnaise* and sieved hard-cooked egg yolk. Garnish plate with lettuce, carrot curls, green olives, potato chips.

*Delicious with Ann Page Salad Dressing, too!

**ANN
PAGE**

PROVES
***Fine Foods
Needn't Be
Expensive***



**Among the 33 Fine Foods
in the Famous Ann Page Family
are such favorites as:**

Preserves, Prepared Beans, Peanut Butter, Macaroni Products, Prepared Spaghetti, Sparkle Gelatin Desserts and Puddings, Tomato Soup, Ketchup, Spices, Extracts, etc.





FIVE FRENCHMEN JUMPING TOGETHER TOP LIFE'S PICTURE OF THREE

jumpers, making five in all. The men jumped from an altitude of 7,216 feet and kept their parachutes closed until they were about 1,400 feet from the ground.

ROBERT CONDE

New York, N.Y.

SISTER CECILIA

Sirs:

We tend to forget the suffering Christians undergo behind the Iron Curtain. "The Deliverance of Sister Cecilia" (LIFE, May 17) serves the useful purpose of keeping this in mind. The age of Christian suffering and martyrdom is still with us. As Sister Cecilia so aptly demonstrated, faith and prayer are tremendous weapons in fighting Communism.

ZIGMUND C. KAMINSKI

Philadelphia, Pa.

Sirs:

... I wept! It is the most touching story I've ever read. If this doesn't make all of us use every ounce of our energies fighting Communism, nothing will. ...

MRS. E. J. MORRISON

Dunellen, N.J.

NEW SALIVA TEST

Sirs:

Why don't expectant mothers start realizing that getting a baby ("Ooh! It's a Girl!" LIFE, May 17) is not like ordering something from a mail-order house but is a matter of "no return—no exchange"? They ought to be delighted with "it" and not pin their hopes on "he" or "she." ...

MRS. R. M. BARDEN JR.

Flemington, N.J.

CANARY SHAMPOO

Sirs:

Your pictures of an expert giving a tiny show canary a 30-second shampoo ("Fine Feathers' Friend," LIFE, May 17), from which it takes the poor bird three days to recover, were a perfectly terrifying example of the quasi tortures with which humans

preen animals to impress other humans. My own canary, whose social security entails only an occasional warble, has the advantage of being able to take her own baths. Personally I find her strenuous self-dunkings (below) a good deal more amusing than any impression I might make on other people by having her dirty yellow feathers burnished by an expert, however tender.

HERBERT RANDALL

Hamilton, Ohio



OHIO CANARY'S SELF-SHAMPOO

THEATER GYPSIES

Sirs:

It's a small world—Warren Kemmerling ("Theater Gypsies on a Long, Long Road," LIFE, May 17) and I waged the usual 8 a.m. student-faculty battle with Morpheus in a classroom at St. Louis University. I always used Kem's indications of drowsiness or alertness as a barometer of interest in classroom discussion. Thank goodness, he now works nights!

F. G. WHERRY
Dean

Gonzaga University
Spokane, Wash.

YOUNG SALTS AT SEA

Sirs:

When Peter Stackpole, who took those pictures of Sea Scouts on a round-trip row from Cape Cod to Nantucket ("Young Salts at Sea," LIFE, May 17), had to leave for another assignment, he missed this final picture (see next page) of the four-day epic. The scouts got home in such record time that only a few

CONTINUED ON NEXT PAGE

*It took 3 cars
and 170,000
miles to
wear out
this
battery*

Put an **Exide** in your car and end your battery troubles!



Your Exide Dealer is as close as your telephone book. He is listed in the yellow pages.

It would probably take you about 15 years to cover 170,000 miles—unless you drive a lot more than most of us.

Actually, those miles of driving were packed into 21 months of grueling, round-the-clock highway police patrol duty in three successive prowler cars — each equipped with the same Exide ULTRA START®. It lasted six times longer than any other battery used previously.

In all those months, that Exide ULTRA START never once had to be recharged even though two-way radio, siren and flashing signal lights put a terrific load on the battery — a load far heavier than you'll ever throw on your battery.

And there's plenty of proof that ULTRA START dependability and long life will end your battery troubles. So far as we know, not a single ULTRA START has worn out in normal car service since this battery was introduced three years ago.

Before you start your vacation trip, see your nearby Exide Dealer. Have him put an ULTRA START in your car. Or, if you wish, your own serviceman can get you one. Insist on an Exide ULTRA START... and end your battery troubles.

All Exide Batteries are guaranteed—and remember, the Exide Guarantee is backed by 66 years of business integrity.

WHEN IT'S AN **Exide**...YOU START

Exide AUTOMOTIVE DIVISION, THE ELECTRIC STORAGE BATTERY CO., PHILA. 2, PA.
Exide Batteries of Canada, Limited, Toronto



It costs money to manufacture insurance, too!

Some people think the difference between the money received in premiums and the amount paid out in claims, represents the profit * made by insurance companies.

But like any other industry, insurance has production costs and pays federal, state and local taxes.

Sales, service and claims offices must be maintained, which, in the case of America Fore require the services of 9,000 direct employees and over 40,000 agents and brokers.

As well, the capital stock insurance companies support organizations engaged in fire and accident prevention and arson investigation whose activities have saved many lives and made your insurance cost less than it otherwise would.

*The underwriting profit of the capital stock insurance companies has averaged less than **1 3/4 cents** out of each premium dollar received over the last 10 years.



For the name of a nearby America Fore agent call Western Union by number, ask for Operator 25.

For Peace of Mind insure with

America Fore
INSURANCE GROUP

★ The Continental Insurance Company

★ Niagara Fire Insurance Company

★ The Fidelity and Casualty Company of New York

★ Fidelity-Phenix Fire Insurance Company

★ American Eagle Fire Insurance Company

LETTERS TO THE EDITORS

CONTINUED

parents were on hand to meet them. While they waited for other parents to show up, the kids peeled off their blue fatigues and had a cooling dip in Pleasant Bay, just as my wife showed up with her camera.

MALCOLM HOBBS
Editor and Publisher

The Cape Codder
Orleans, Mass.



SCOUTS TAKE ROW'S END DIP

NANCY'S FIRST FORMAL

Sirs:

It is not only a lack of good taste but a crude form of civilization that sends a 14-year-old girl to a party ("LIFE Goes to Nancy's First Formal," May 17) in a strapless tulle ball gown, which apes a mature woman, while the lad is neatly and properly dressed. The prolongation of childhood and youth is a scientific fact that separates man from animals.

MRS. RICHARD KITCHELT
New Haven, Conn.

YUGOSLAV ROMANCE

Sirs:

... I happened to read "A Romance That Rocked Yugoslavia," LIFE, April 12) and noticed with surprise that extensive excerpts from one of my articles were printed without my knowledge. The choice of pictures and the captions gave the article a character contrary to my intentions. The article was not concerned with any specific persons or events. Its publication in your magazine conveys a false picture about me and the conditions in my country. I need not stress that this was not at all my intention, regardless of my views of one sort or another concerning internal problems. ...

MILOVAN DJILAS
Belgrade, Yugoslavia

Please send



to _____ name _____
address _____
city _____ zone _____ state _____

ONE YEAR \$6.75 in continental U.S.,
Hawaii, Alaska, Puerto Rico, Virgin Is.
(1 year at the single copy price would cost you \$10.40)

(Canada: 1 year, \$7.25)

Give to your newsdealer or to your local subscription representative or mail to LIFE, 540 N. Michigan Ave., Chicago 11, Ill. L-3423

New easy way to make HOTEL RESERVATIONS thru WESTERN UNION



Next time you're going on a trip, let Western Union's brand-new Hotel Reservation Service help you find a place to stay.

Our new service will save you the work and worry often connected with getting hotel space.

All you have to do is:

1. Contact Western Union and ask for Hotel Reservation Service.
2. Tell us the kind of accommodations you want, when, where and for how long.

Then relax, while Western Union does the rest.



There's no long period of uncertainty. Western Union gets in touch with the hotels, reserves the space you specify, and confirms it to your home or office ... all in a matter of minutes.

If you are starting your trip immediately, the service works just as easily. Western Union reserves the space and holds the confirmation at your destination. On arrival, just get in touch with Western Union's Hotel Reservation Desk in that city for the details of your accommodations.

On any Occasion
*it's wise
to wire*



Remember you're never far from home or business when you keep in touch by Telegram.

Summer Toyland

AMERICAN MADE TOYS FOR VACATION FUN



Ideal's Aluminum Wall WADING POOL

Here's a pool combining the best features of rigid metal and inflatable pools! The outside container's made of sturdy aluminum... light-weight and rustproof. Lined with thick Krene vinyl plastic, safety-cushioned with inflated side bumpers. Comes complete with pump. Measures 6 feet across, 1 foot deep. Can hold three active youngsters, ages 3½ to 8. Easy to store. Only \$19.95.

IDEAL TOY CORPORATION
200 Fifth Ave., New York 10, N. Y.



Playtime's Charming FOLDING DOLL STROLLER

Just what dolly needs for her daily breath of fresh air! This carbon copy of a real stroller is big enough to hold a 28" doll; folds up for easy storage. Gay plaid shopping bag and movable canopy top are attached to the red body. Frame and wheels are baked aluminum enamel. There's even a foot-rest and rubber tires! For little mothers age 2 to 8. \$6.50.

PLAYTIME PRODUCTS, INC.
Warsaw, Indiana



Playtime Parade PATRIOTIC SET

An American tradition for Americans. What boy or girl doesn't like a parade? Ideal for the Fourth of July, fun any time of year. This set includes a colonial-type snare drum, drum sticks, carrying sling, U. S. flag, and real fife. Has colorful Uncle Sam design on shell. Clean, Patriotic, Healthful & Educational. For ages 3 to 12. \$3.00.

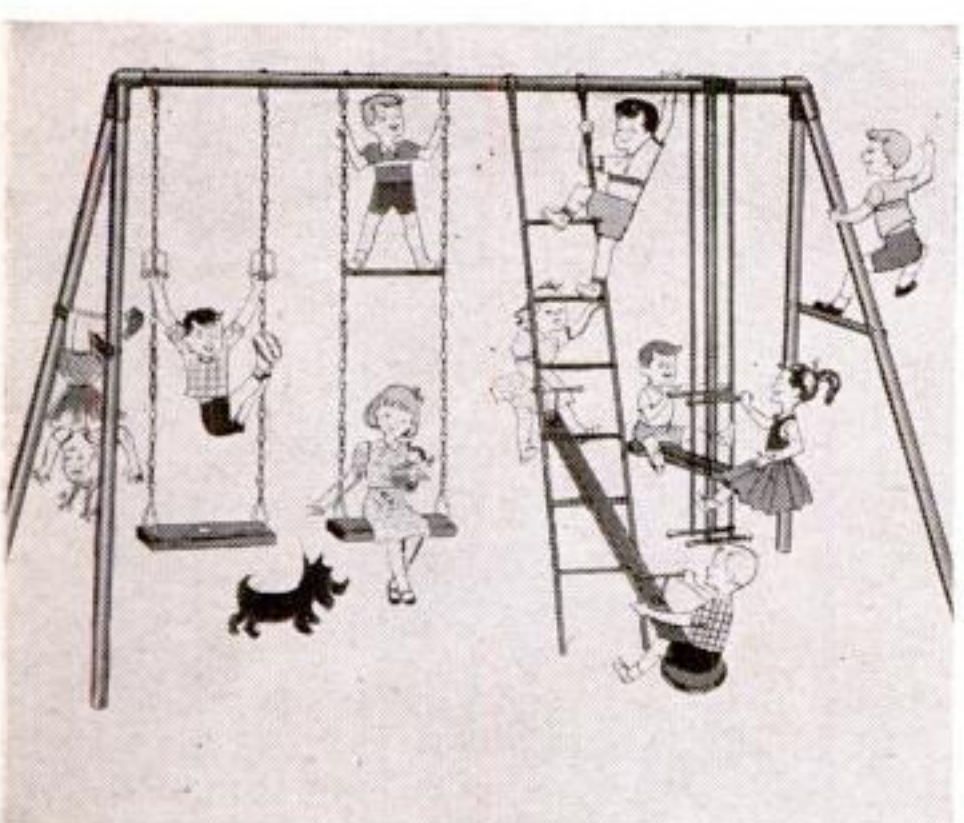
NOBLE & COOLEY COMPANY
Granville, Mass.
DRUMS SINCE 1854



Transogram "TOM THUMB" 9 HOLE PLASTIC GOLF GAME

The thrills and excitement of a national golf tournament... 9 holes of action-packed golf on the lawn or on the living room floor. Patented "Plastic Putting Cups" and realistic plastic golf clubs will delight young golfers. Includes all the necessary equipment plus illustrated golf course layout. \$1.98.† Also at \$1.19.†

TRANSOGRAM COMPANY, INC.
200 Fifth Ave., New York 10, N. Y.



Nine-In-One PAL SUPER GYM

A whole playground of fun in this easy-to-assemble outdoor gym: swings, trapeze bar, molded rubber flying rings. Deluxe swinging glider with rubber-tipped handles, foot rest. Adjustable teeter-totter, sturdy ladder, 2 horizontal bars. Rugged steel construction throughout for years of safe, body-building play. For all ages. \$54.95.

PAL PRODUCTS DIVISION
REO MOTORS, INC.
Michigan City, Indiana



50 Shot Repeater CAP-SHOOTING JET RIFLE

Fun for your adventurer. This big, rugged Jet Cap-Shooting Rifle has 2-color barrel and stock; automatic lever-action loading mechanism of unbreakable metal; streamlined sighting device; cooling fins. Secret ammunition compartment in butt holds 1000 extra shots! Completely safe, shoots standard roll caps. Ages 3-10. \$2.49.

THE LESLIE-HENRY COMPANY, INC.
Mount Vernon, New York



Zimphone Inter-Com WALKIE-TALKIE 2-PHONE SET

Real phones! For play, utility, practical uses. Signal BUZZ! TALK! LISTEN! Transmits voices loud and clear. Add wire, will transmit over a mile. Takes four seconds to hook up. Complete set: 2 sturdy, real phones, each 8½ inch size, built-in buzzers, 2 batteries, 50 ft. double wire. Unconditionally guaranteed. \$5.98.

VINTAGE PRODUCTS
1320 S. Grand Blvd., St. Louis 4, Mo.



WALCO INDIAN BEADCRAFT

How proud they'll be to wear their own creations! Boys and girls, ages 8 to 16, can make an endless variety of belts, rings, headbands, bracelets, necklaces. Features indestructible Walco Indian Bead Loom, seed beads, needles, thread and Indian Bead Ring Kit with jewel-like, center-stones. Includes easy, full-color instruction booklet. \$2.50.

WALCO BEAD COMPANY
37 W. 37th St., New York 18, N. Y.

*trademark †prices slightly higher in West and South *trademark †prices slightly higher in West and South *trademark †prices slightly higher in West and South *trademark

ABOVE MANUFACTURERS ARE MEMBERS OF TOY MANUFACTURERS OF THE U. S. A., INC.

(Continued on Next Page)

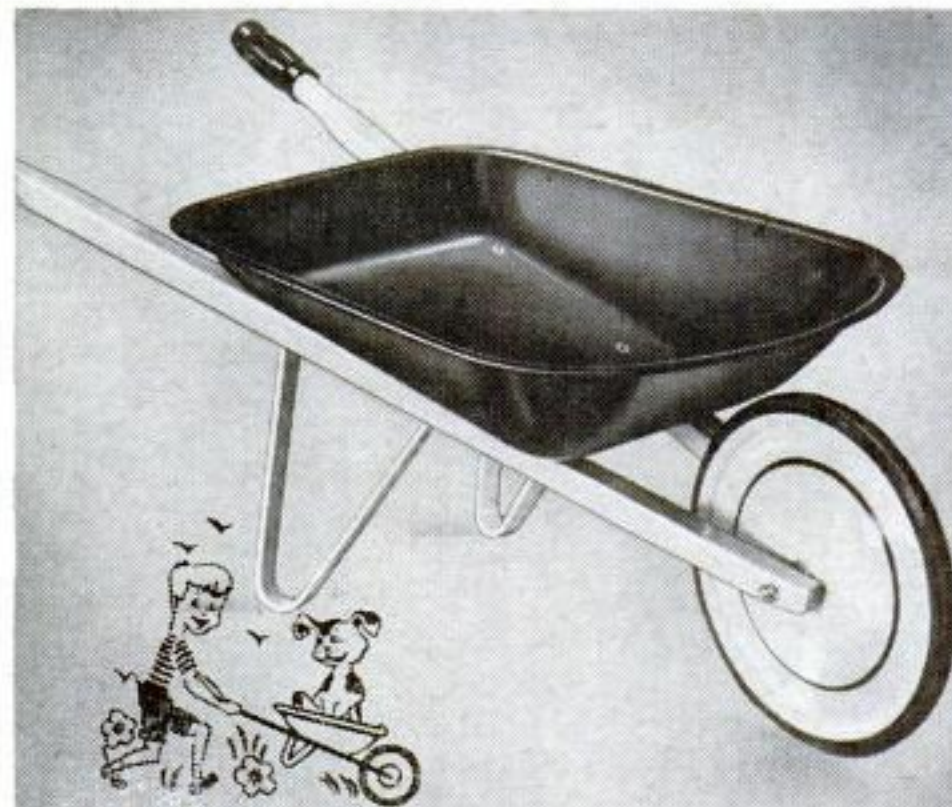




Year 'Round LONE RANGER SPORTS KIT

Hi-yo, Silver! The Lone Ranger's picture adds a western flavor to this year 'round Sports Kit. There's a 7" Lone Ranger Bantam Basketball; Lone Ranger Touch Football; 12" reinforced steel basketball ring and net; rule book; referee's whistle and arm band. A sure hit with athletic young cowboys, age 4 to 10. \$3.98.

THE SUN RUBBER COMPANY
Barberton, Ohio

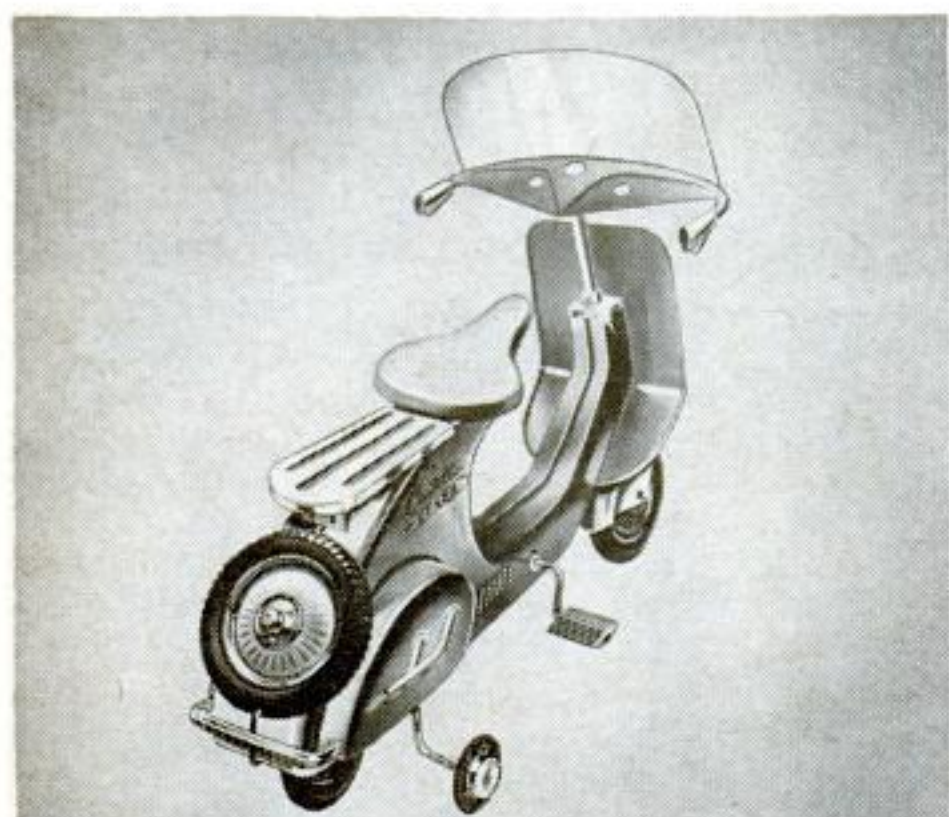


Amsco KIDD-E-BARRO

The One That's Just Like Dad's!

Make your children the envy of the neighborhood with this really rugged wheelbarrow. It's the sturdiest ever . . . made of strong autobody steel with rolled safety edges . . . colorful plastic handlegrips. Wheel has one-piece molded rubber tire. Choice of bright colors. 26" long. \$2.98.†

AMERICAN METAL
SPECIALTIES CORP.
Hatboro, Pa.



Toy with a Future VESPA "MOTOR" BIKE

A real "motoring" thrill! This sleek, streamlined "motor" bike is loaded with exciting, true-to-life features: authentic instrument panel; sports windshield; rugged semi-pneumatic tires and a "spare." Trainer wheels detach easily and bike converts to 2-wheeler for years of extra use. Wonderful for ages 3 to 6. \$24.95

F. C. CASTELLI COMPANY
Cottman & Edmund Streets
Philadelphia 35, Pa.

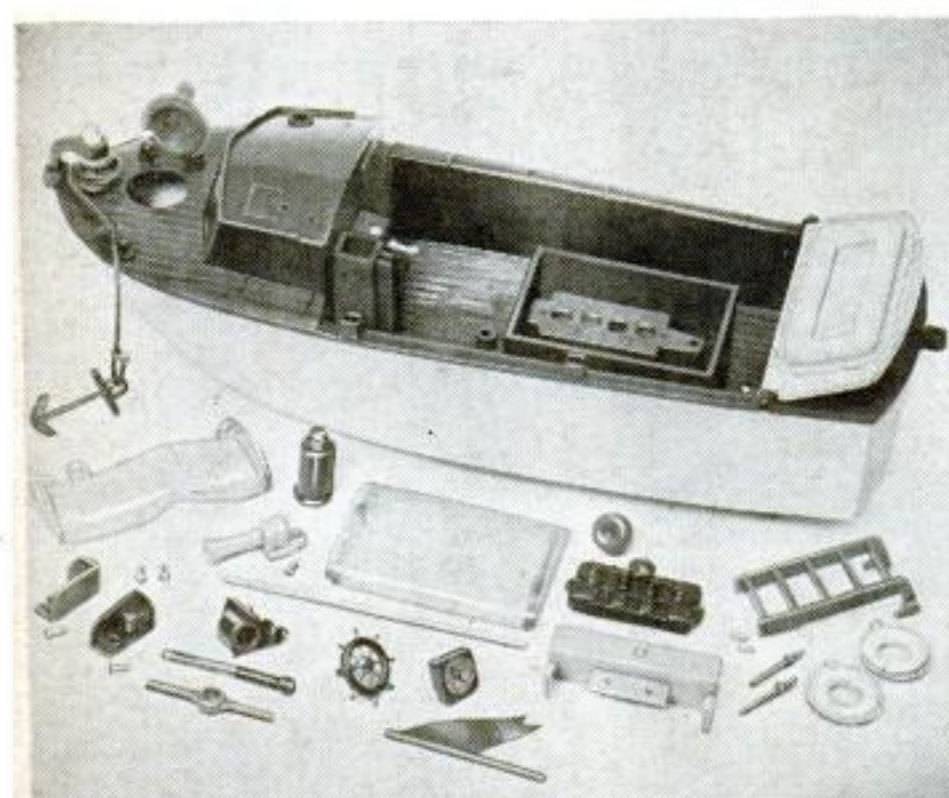


FIRE CHIEF VELOCIPED

Every child wants to be a fireman when he grows up . . . this tricycle makes his dreams come true, now! In Fire Engine red-and-white, it's built for years of rugged use. Chain-operated, model fire bell. Windshield on adjustable handle bar. Large, bucket-type seat. Easy rolling nylon bearings.

12" Size—ages 2-4 \$13.95
16" Size—ages 3-6 \$14.95

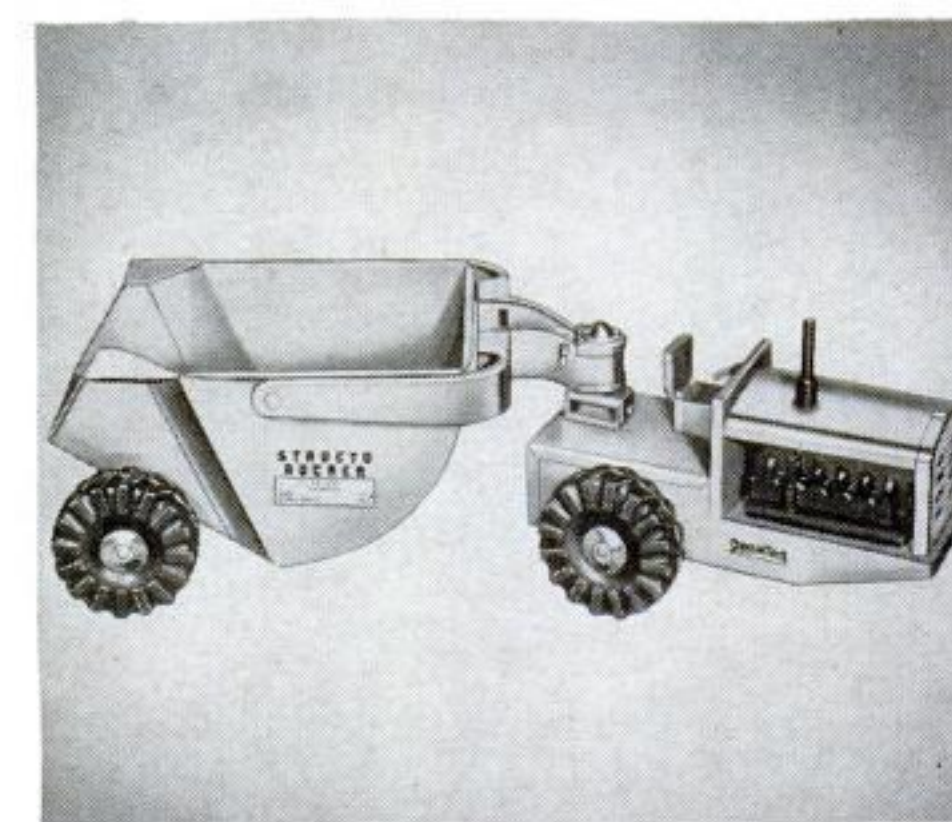
GARTON TOY COMPANY
Sheboygan, Wisconsin
1879-1954 • 75th ANNIVERSARY



Ideal's TAKE-A-PART HARBOR LAUNCH

Any young mariner will thrill to this trim 14" launch . . . completely rigged with dozens of authentic Take-Apart features including steering wheel, windshield, ladder, raft, life preservers, real compass, fog horn, lights, flag, fire extinguisher and lots more. Made of 5-times-tougher plastic. Ideal for ages 3 to 7. \$2.98

IDEAL TOY CORPORATION
200 Fifth Ave., New York 10, N. Y.



Dumping Road Builder STRUCTO ROCKER

For the young "engineer", age 2 to 9. Scale-sized, detailed to look and work like the real thing. Extra-large, heavy-tread rubber wheels. Universal coupler connects Rocker body to "Diesel" motor tractor. Crank-operated winch raises, lowers body to dump sand, dirt. Red enamel finish. Precision-built for years of outdoor and indoor play. \$3.98.†

STRUCTO MANUFACTURING CO.
Route 75, Freeport, Ill.



Five Years of Fun HUFFY-CONVERTIBLE*

This 4-year-old will enjoy his Huffy 'til he's nine. He'll use it for years as a safe, non-tip 4-wheeler. When he's older, he has a rugged 2-wheeler. The small wheels make other toys. Fits-Sooner* frame adjusts to growing legs. "The Cadillac of the sand pile set," it's made of the best materials. 2 sizes; 10 models for boys and girls, ages 3 to 9.

THE HUFFMAN MANUFACTURING CO.
Dayton 1, Ohio



Special Package of Six WONDERFUL NEW BUSY BEE BOOKS

Each book keeps any child busy and happy . . . hour after hour! New Busy Bee Play-books by famed CHILD LIFE Magazine feature hundreds of bright, full-color cut-out toys, games, puzzles, play ideas, coloring pages, construction projects, etc. 160 giant pages in every book—two books each for ages 4-7, 6-9, 8-12. Package of 6, \$6

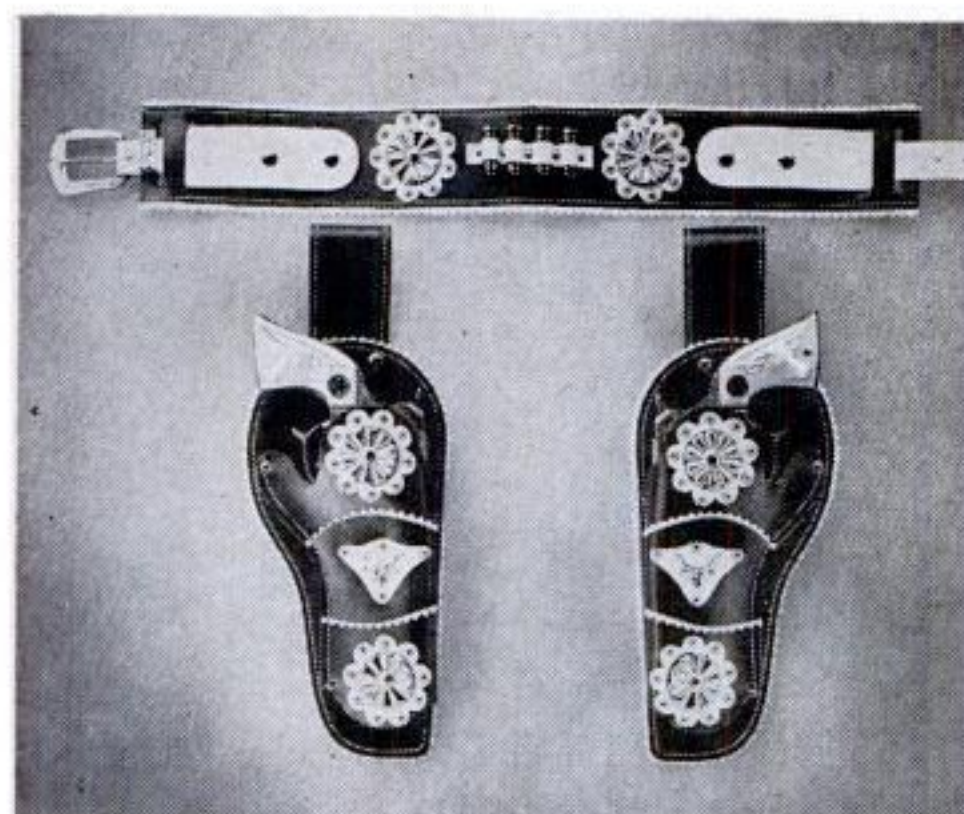
GARDEN CITY BOOKS
575 Madison Ave., N. Y. 22, N. Y.

*trademark †prices slightly higher in West and South *trademark †prices slightly higher in West and South *trademark †prices slightly higher in West and South *trademark

ABOVE MANUFACTURERS ARE MEMBERS OF TOY MANUFACTURERS OF THE U. S. A., INC.

Toyland

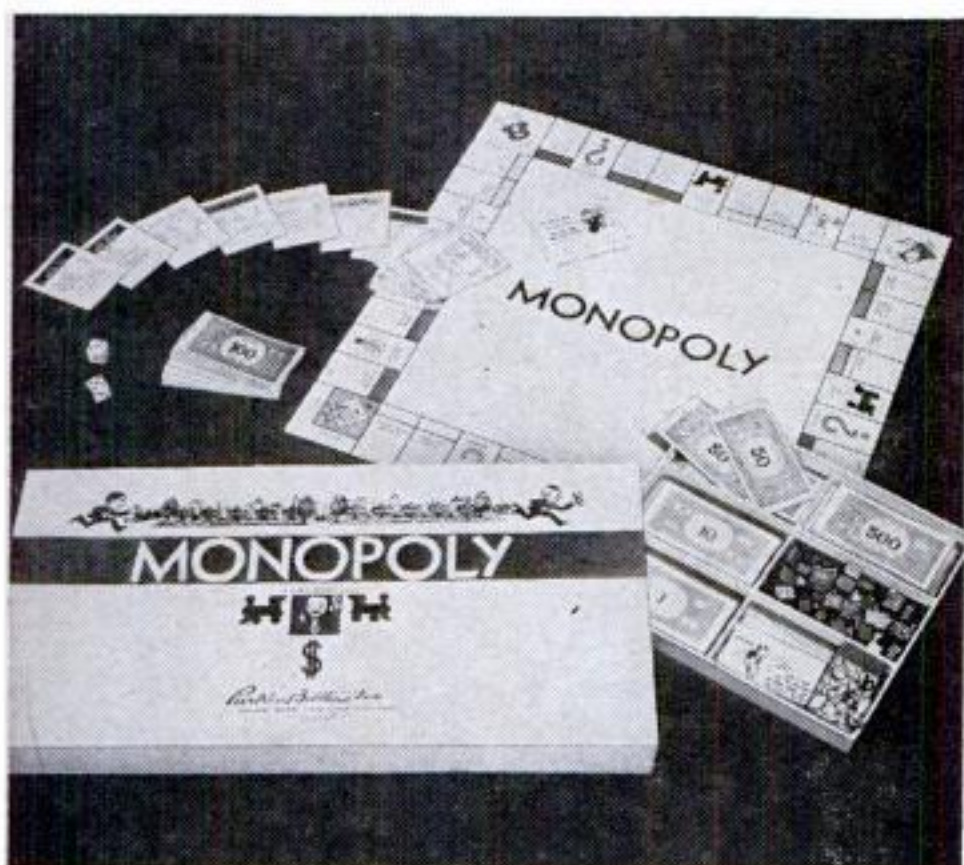
AMERICAN MADE TOYS FOR VACATION FUN



Reach for the Sky! AUTHENTIC WESTERN HOLSTERS

Yahoo! All two-fisted cow-boys wear double holsters like these! Genuine bark-tanned leather in saddle mahogany finish, with authentic western trim; two Texan Jr. roll cap pistols. Leather belt has real-looking cartridges! Adjusts from 22" to 32" waist. For ages 4 to 12. Set, \$5.98. Single holster, \$3.98.

CARNELL MANUFACTURING CO.
200 Fifth Ave., New York 10, N. Y.



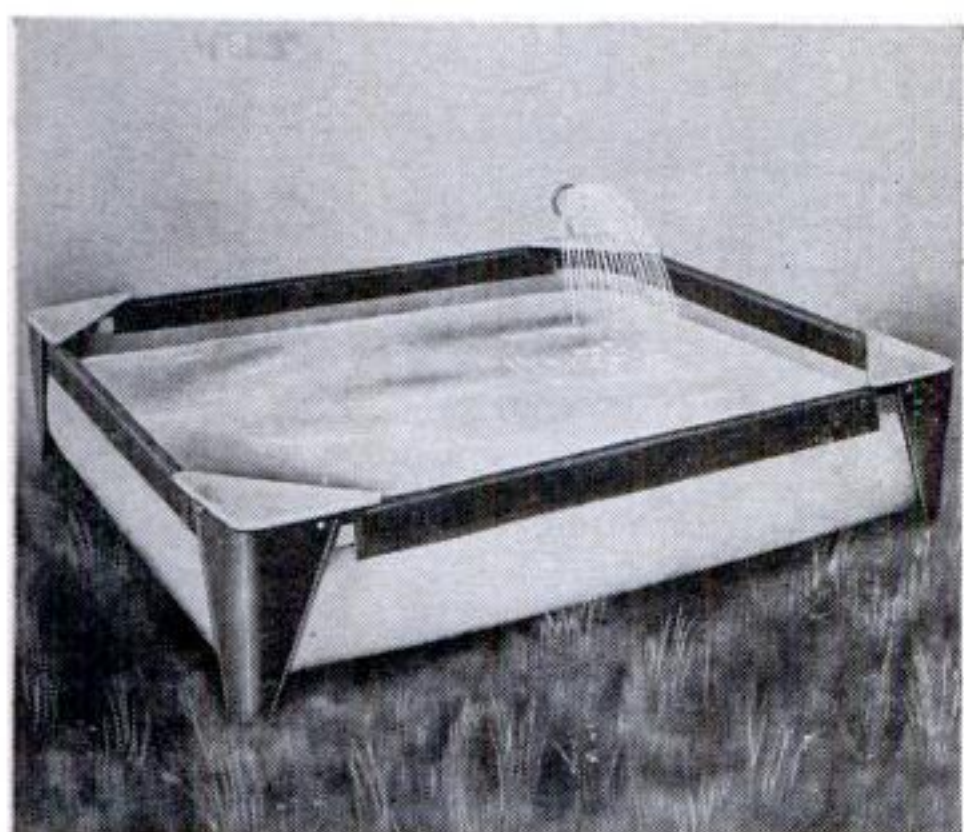
MONOPOLY

Parker Brothers' Trade-Mark Name for its Real Estate Trading Game

Most Popular of the World's Great Board Games

Set No. 8, Popular Edition for eight players—\$3.00; Famous White Box set with Grand Hotels, convenient, removable Bank Tray, etc.—\$4.00; New Deluxe set—\$10.00.

PARKER BROTHERS INC.
Salem, Mass.



IDEAL'S RIGID FRAME NYLON WADING POOL

Plenty of room for two 1½ to 4-year-olds to romp and splash on hot Summer days. Pool has steel frame with brilliant red enamel finish; tough, colorfast yellow nylon tub; weather-resistant wooden corner seats; and shower spray with rubber garden hose fitting. Built-in drain—45" wide, 54" long, 11" deep. \$17.95

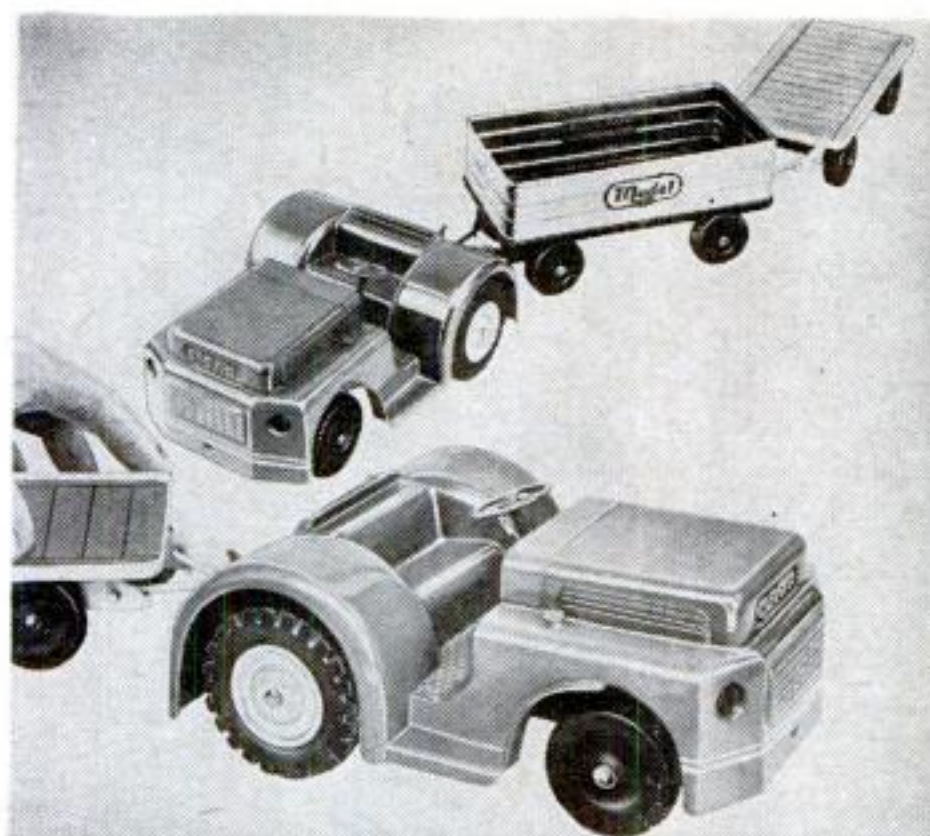
IDEAL TOY CORPORATION
200 Fifth Ave., New York 10, N. Y.



Transogram YACHT & TV CHAIR

Ideal for the beach, lawn, TV or playroom. Seat and backrest made of 100% DOW SARAN in colorful Scotch plaid. Will not rot, mildew or fade. Patented "Safe-Lok" prevents chair from closing unless released. Sturdy rivet-thru construction; smooth, selected wood. 24" tall, seat 13½" x 13". Supports 175 lbs. safely. \$2.98.† Smaller size in plastic-coated fabric. \$1.98.†

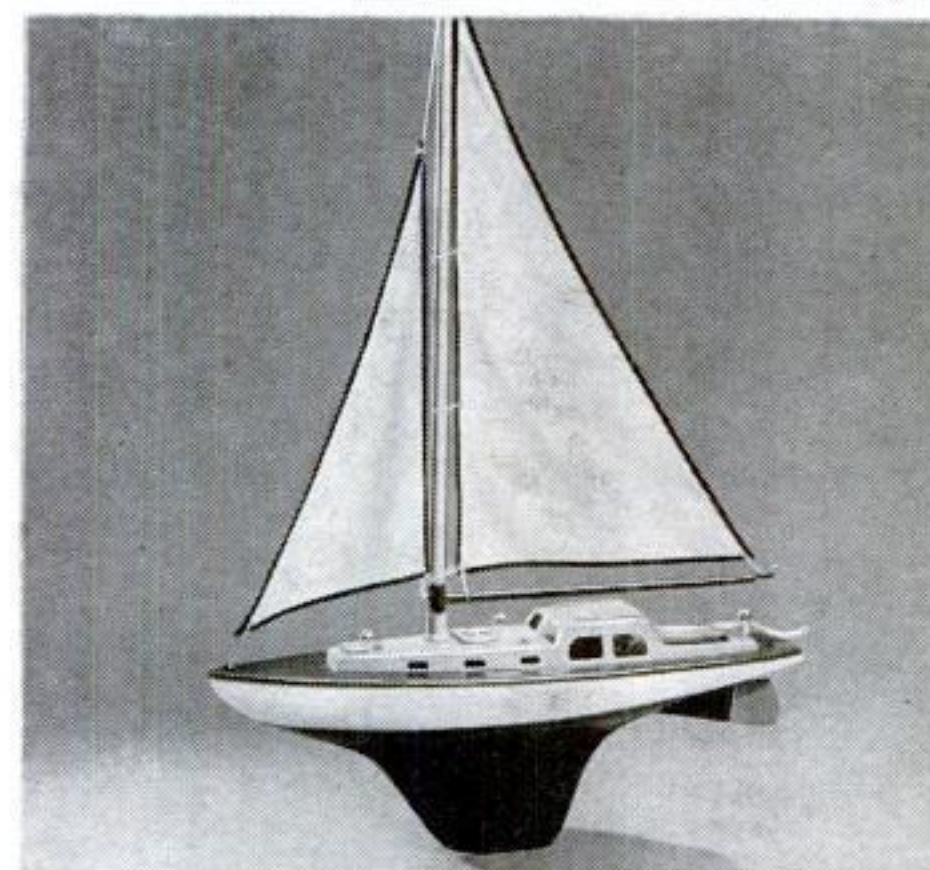
TRANSOGRAM COMPANY, INC.
200 Fifth Ave., New York 10, N. Y.



"Model Toys" TOW TRACTOR and TWO TRAILERS

Kids will delight in hauling air freight and baggage around their make-believe airport with this 1/16" scale model of the Clark Airport Tractor. Die-cast tractor, welded heavy gauge steel trailer, with self-locking couplings. Baked enamel finish. Over-all length—27". For ages 2 to 10. \$9.95. \$10.75 West Coast.

THE CHAS. WM. DOEPKE MFG. CO.
Rossmyrne, Ohio



Irwin #122 Plastic SAILING YACHT

Youngsters will love this yacht on sight! Every detail's realistic! Has two large sails, wooden mast, full covered deck with boom and mast, embossed hatch. Simulated deckboards, seats, cabins super-structure, floodlights, rudder. Red, white and blue super-duro plastic with brown wood-finish trim. 26" high, 18" long. For all ages. \$2.98.

IRWIN CORPORATION
200 Fifth Ave., New York 10, N. Y.



BUZZING, ELECTRONIC SPACE GUN

Brand new summer toy! A real outdoor gun with loud electrical buzzer; powerful four color changeable light beams; high speed electrically operated "atom smasher"; dual telescopic sights. Complete with two batteries and bulb. Loads of fun for ages 4 to 14. \$1.85

REMCO INDUSTRIES, INC.
113 No. 13th Street
Newark, New Jersey



Cuddly SO-WEE DOLL SET

She cries, she drinks, she wets—and she's adorable! Made of unbreakable rubber with movable arms and legs. Stands 10" high. Comes complete with tiny nursing bottle and nipple, teething ring, hot water bottle, bib, rattle, soap, soap dish. All arranged in see-through display box. Guaranteed to make every little mother, age 3 to 10, tender-eyed! \$2.98.

THE SUN RUBBER CO.
Barberton, Ohio

*trademark †prices slightly higher in West and South *trademark †prices slightly higher in West and South *trademark †prices slightly higher in West and South *trademark

ABOVE MANUFACTURERS ARE MEMBERS OF TOY MANUFACTURERS OF THE U. S. A., INC.

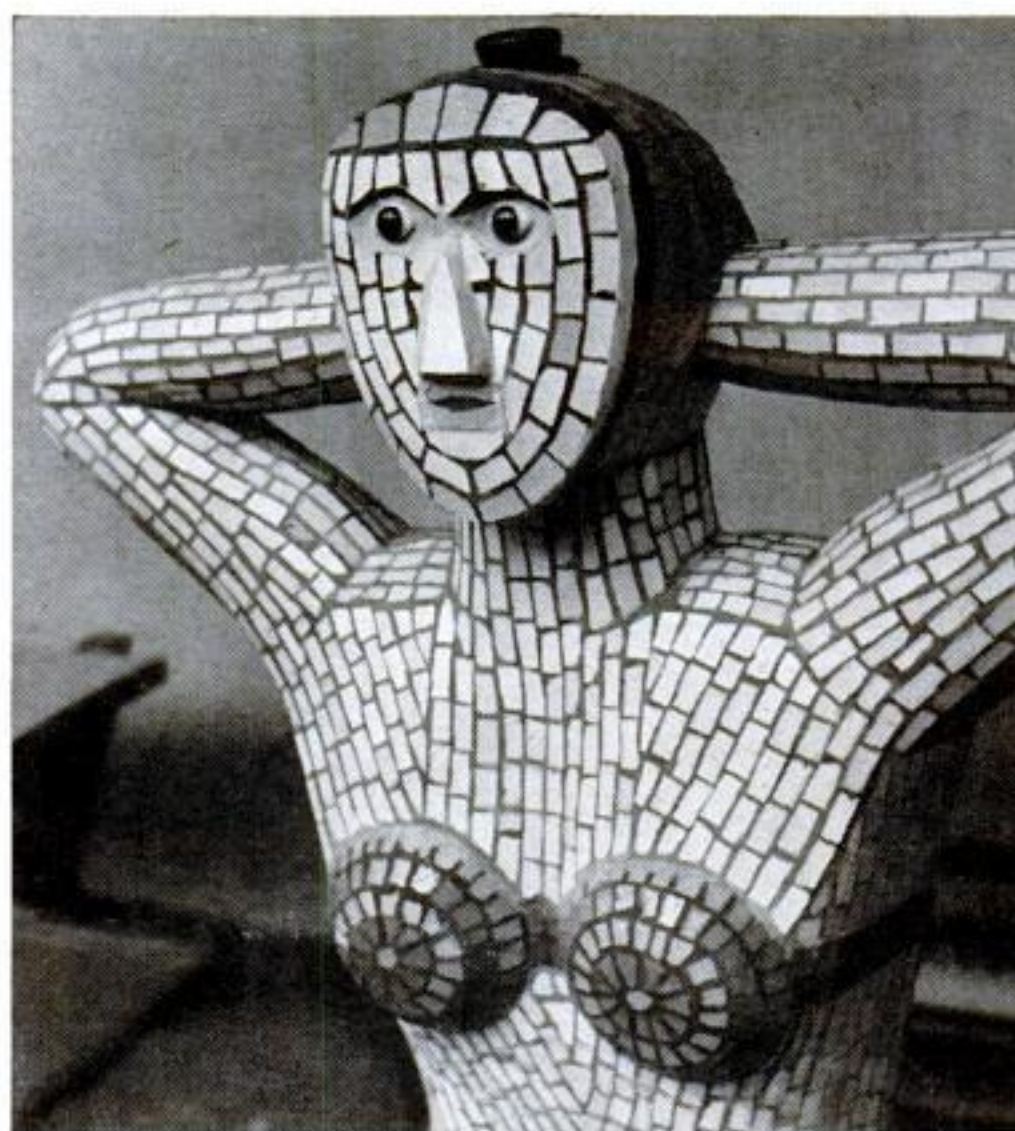


A maker of glass eyes displays his wares

SPEAKING OF PICTURES

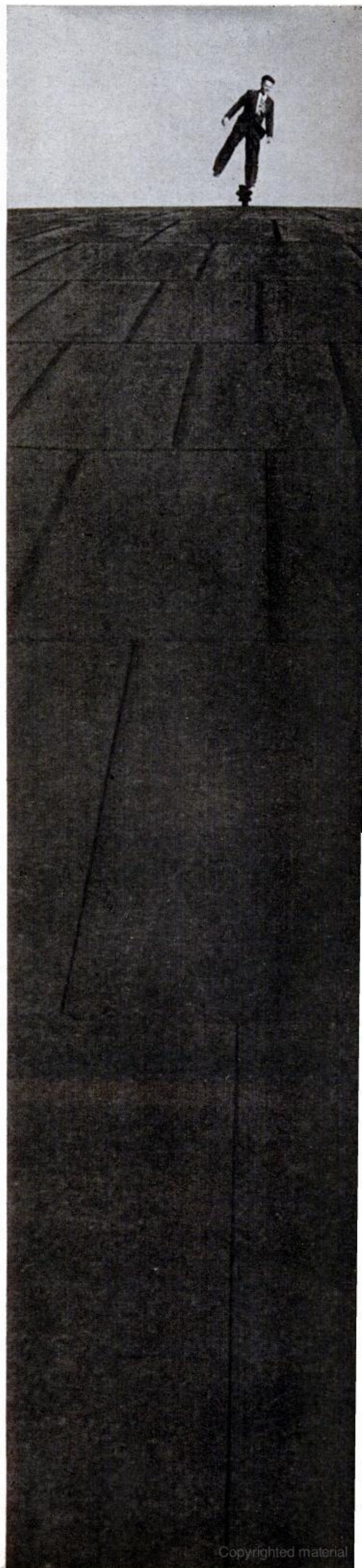
Chicago Art Institute honors fanciful French cameraman

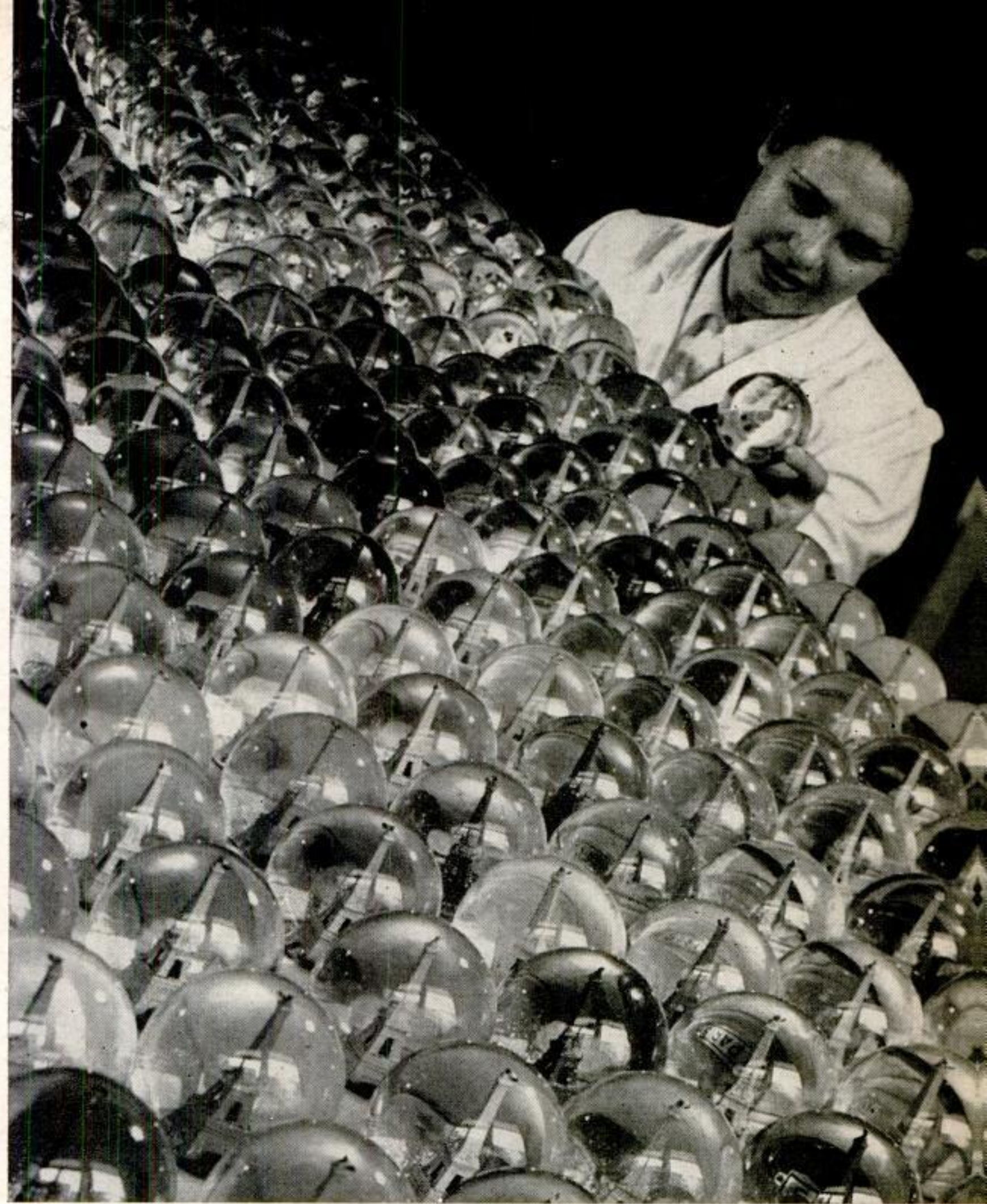
Robert Doisneau of Paris, who once studied to become an engraver of wine bottle labels, has made himself busy and wealthy as a photographer specializing in advertising and industrial pictures. But during his spare-time wanderings, Doisneau has made himself famous as an imaginative, sharp-eyed recorder of grotesque and fanciful subjects. He catches the incongruous resemblance between a glass-eye maker's stare and wares, comments wryly on a piece of popular art (*right*), imbues a gas tank scene with a nightmarish aspect. Widely published in Europe, where he is regarded as one of the finest of all French photographers, Doisneau now has achieved recognition in America. Observing that "he captures wit and humor as no other photographer does," the Art Institute of Chicago opened an exhibition of Doisneau's work, his first one-man show in the U.S.



Broken dishes form hobbyist's sculpture

Frenchman teeters atop a gas tank





Souvenir globes encase a multitude of Eiffels



Tray of insects looks like parking lot full of cars

None

So

Cool

These are the panties that never get clingy, never feel clammy—even on the warmest days. Cool in Summer, comfortable always, because they're naturally absorbent!

the **KNIT** with the **FIT** where you **SIT**

They g-i-v-e with every motion, really fit your figure—they're made for an active life. Easy to care for, they wash and dry quickly, need no ironing. All panty styles.

PANTIES OF **Spun-lo** RAYON FABRIC ONLY ABOUT **69¢**



INDUSTRIAL RAYON CORPORATION, Cleveland, Ohio • Producers of Continuous Process Rayon Yarns and ®Tyron Cord for Tires

LIFE

EDITOR-IN-CHIEF..... Henry R. Luce
PRESIDENT..... Roy E. Larsen
EDITORIAL DIRECTOR..... John Shaw Billings

Edward K. Thompson... MANAGING EDITOR
Maitland A. Edey } ASSISTANT
Robert T. Elson } MANAGING EDITORS
John K. Jessup... CHIEF EDITORIAL WRITER
Charles Tudor... ART DIRECTOR
Philip H. Wootton Jr... SPECIAL PROJECTS
Joseph Kastner... COPY EDITOR
Marian A. MacPhail... CHIEF OF RESEARCH
Ray Mackland... PICTURE EDITOR
Hugh Moffett... NATIONAL AFFAIRS
Gene Farmer... FOREIGN NEWS
William Jay Gold... ARTICLES
Donald Birmingham... ASST. TO THE M.E.

STAFF WRITERS: Herbert Brean, Fillmore Calhoun, Robert Coughlan, Ernest Havemann, Emmet Hughes, John Osborne, Winthrop Sargeant, Joel Sayre, Robert Wallace.

PHOTOGRAPHIC STAFF: Margaret Bourke-White, Cornell Capa, Edward Clark, Ralph Crane, Loomis Dean, John Dominis, David Douglas Duncan, Alfred Eisenstaedt, Eliot Elisofon, J. R. Eyerman, N. R. Farbman, Andreas Feininger, Albert Fenn, Fritz Goro, Allan Grant, Yale Joel, Robert W. Kelley, Dmitri Kessel, Wallace Kirkland, Nina Leen, Thomas McAvoy, Francis Miller, Ralph Morse, Carl Mydans, Gordon Parks, Michael Rougier, Walter Sanders, Frank J. Scherschel, Joe Scherschel, George Silk, George Skadding, W. Eugene Smith, Howard Sochurek, Peter Stackpole, Hank Walker.

ASSISTANT PICTURE EDITORS: Frank Campion, John Bryson.

FILM EDITORS: Margaret Sargent, Barbara Brewster, Miriam Smith.

ASSOCIATE EDITORS: Oliver Allen, David Dreiman, William P. Gray, Mary Hamman, John Jenkinson, Sally Kirkland, Kenneth MacLeish, William Miller, Tom Prideaux, Marshall Smith, Claude Stanush, A. B. C. Whipple.

ASSISTANT EDITORS: William Brinkley, Earl Brown, Robert Campbell, Charles Champin, Gene Cook, Lee Eitingon, Stanley Flink, Timothy Foote, Nancy Genet, Muriel Hall, Doris Kinney, Mary Leatherbee, John Luter, Eleanor Parish, Norman Ross, Roy Rowan, David Scherman, Dorothy Seiberling, Robert Shnayerson, Mary Lou Skinner, John Stanton, Margit Varga, Valerie Vondermuhll, Robert Wernick, Warren Young, David Zeitlin.

REPORTERS: Jane Allner, Mary Elizabeth Barber, Margaret Bassett, David Bergamini, Patricia Blake, Margery Byers, Vivian Campbell, Barbara Dawson, Anne Denny, Beatrice Dobie, Terry Drucker, Laura Ecker, Clay Felker, Caroline Fraser, James Goode, Gerry Gruen, Roxane Guerrero, Kathleen Hampton, Terry Harman, Alice Higgins, Robin Hinsdale, Judith Holden, Bayard Hooper, Grayce Horan, Monica Horne, Patricia Hunt, Sam Jaffe, Leon Jaroff, Patricia Johnson, Nancy King, Barbara Lenmark, James Lipscomb, George McCue, Joann McQuiston, Loretta Nelson, Susan Neuberger, Charles Osborne, William Pain, Patsy Parkin, Jaqueline Pellaton, Maya Pines, John Porter, Henriette Roosenburg, Jane Scholl, Virginia Shevlin, Gabrielle Smith, Jeanne Stahl, Marion Steinmann, Richard Stolley, Lucy Thomas, Alice Thompson, Virginia Unsell, Claire Walter, Margaret Williams, Laurie Worcester.

COPY READERS: Helen Deuell (Chief), Alison Kallman, Virginia Sadler, Suzanne Seixas, Marguerite Toole, Rachel Tuckerman.

LAYOUT: Bernard Quint, David Stech (Assistant Art Directors), William Gallagher, Hilde Adelsberger, Matt Greene, Earle Kersh, Behri Knauth, Fernando Martinez, Anthony Sodaro.

PICTURE BUREAU: Dorothy Hoover (Chief), Natalie Kosek, Mary Carr, Betty Doyle, Margaret Goldsmith, Ruth Lester, Maude Milar.

PHOTOGRAPHIC LABORATORY: William J. Sumits (Chief), George Karas.

PICTURE LIBRARY: Alma Eggleston (Chief), Jennie Hart, Doris O'Neil.

U.S. AND CANADIAN NEWS SERVICE: Lawrence Laybourne (Chief of Correspondents), Irene Saint, Tom Carmichael, Henry Suydam Jr., Honor Fitzpatrick. BUREAUS—WASHINGTON: James Shepley, George Hunt, Mary H. Cadwalader, Helen Fennell, William Goolrick Jr., Will Lang, Marshall Lumsden; CHICAGO: Sam Welles, Ralph Graves, Robert Drew, Jane Estes, Dora Jane Hamblin, Richard Meryman Jr.; LOS ANGELES: Barren Beshoar, Loudon Wainwright, Shana Alexander, Philip Kunhardt Jr., James Lebeenthal, Frank Pierson; ATLANTA: William S. Howland, Jerry Hannan; BOSTON: Jeff Wylie, George Shiras; DALLAS: William Johnson, Scot Leavitt; HOUSTON: Willard C. Rappleye Jr.; DENVER: Ed Ogle, Robert Ajemian; DETROIT: Fred Collins, Edward Kern; SAN FRANCISCO: Alfred Wright, Richard Pollard, Robert Morse; SEATTLE: Robert Schulman; OTTAWA: Sertell Hillman, Byron Riggan; MONTREAL: William W. White; TORONTO: Robert W. Glasgow.

FOREIGN NEWS SERVICE: Manfred Gottfried (Chief of Correspondents), John Boyle, George Caturani. BUREAUS—LONDON: Andre Laguerre, Donald Burke, Ruth Lynam, John Mulliken, Penelope Ward; PARIS: John Thorne, Milton Orshesky, Mathilde Camacho, Nathalie Kotchoubey; BOEN: Frank White, James Bell, John Dille; ROME: Robert Neville, Dean Brelis; MADRID: Piero Saporiti; JOHANNESBURG: Alexander Campbell; MIDDLE EAST: Keith Wheeler; NEW DELHI: James Burke; HONG KONG: John Mecklin; TOKYO: Dwight Martin, Donald Wilson; MEXICO CITY: Robert Lubar; GUATEMALA CITY: Harvey Rosenhouse; RIO DE JANEIRO: Cranston Jones; BUENOS AIRES: John Dowling.

PUBLISHER..... Andrew Heiskell
ADVERTISING DIRECTOR..... Clay Buckhout

IF YOU SUFFER PAIN

of
**HEADACHE
NEURITIS
NEURALGIA**

get
**FAST
RELIEF**
WITH



The way
thousands of
physicians and dentists recommend

Here's Why . . .

Anacin is like a doctor's prescription. That is, Anacin contains not just one but a combination of medically proved active ingredients. No other product gives faster, longer-lasting relief from pain of headache, neuralgia, neuritis than Anacin tablets. Buy Anacin® today!

INGROWN NAIL
Hurting You?
Immediate Relief!

A few drops of OUTGRO® bring blessed relief from tormenting pain of ingrown nail. OUTGRO toughens the skin underneath the nail, allows the nail to be cut and thus prevents further pain and discomfort. OUTGRO is available at all drug counters.

STOP SCRATCHING!
Kills FLEAS, LICE, TICKS, FUNGI, BACTERIA
PULVEX
Anti-Scratch
FLEA POWDER
ANOTHER COOPER PRODUCT

**MEN,
EAT AND LOSE WEIGHT**

with the Delafield Reducing Plan For Men — the *only* safe, sound, scientific plan designed especially for men. You don't starve. You don't count calories. Instead, you get a book of health tips and menus (with steak and cake), tasty wafers—not a drug—for between-meal hunger, and protective Vitamins. Start *today*—feel better *tomorrow*. Only \$3.50 (repeat package \$2.50) at Rexall Drug Stores everywhere.

**MORE HOT WEATHER ENDURANCE
MORE COLD WEATHER POWER**

Rebat
WITH CLIMATE EYE
Fill to "hot" to control battery killing heat... fill to "cold" to step up power.

READING BATTERIES, INC. • Reading, Pa.



“DREAM CAR” of twenty-five million!

You’ve heard and read a lot about various “dream cars” in recent months—but here’s the “dream car” of them all!

In fact, research among motorists indicates that literally tens of millions of people dream of owning this car.

It is—as you undoubtedly know—the beautiful 1954 Cadillac.

What can there be about a motor car to make it stand so eloquently apart from all other products of its kind?

The reasons are not far to seek nor difficult to evaluate. They are simply the fruition of a fifty-year policy of strictest adherence to the highest possible ideals in engineering, manufacturing and service.

Not once has Cadillac deviated from its policy of building as fine a motor car as it is practical to produce.

Today, Cadillac has become an international symbol of all that is good and desirable in the automotive world—the special favorite of the most discriminating motorists to be found anywhere.

Small wonder that so many millions have it so high on their list of wonderful things to own. The truth of its goodness is obvious to everyone.

If Cadillac is your “dream car”, too—we urge you to come in and see us without delay. You’ll find it’s the perfect year to make your dream come true!



Cadillac

YOUR CADILLAC DEALER



Catalina Sport Sets

AS SELECTED BY

NORM VAN BROCKLIN AND
ELROY "CRAZYLEGS" HIRSCH

Norm Van Brocklin and Crazylegs Hirsch form one of football's greatest passing teams.

Recently, they teamed up in another way—to select for you a special collection of Catalina beachwear. The garments they chose represent the finest in fabric, workmanship and value—and both athletes agreed that the styles are bold and masculine!



"Dig That Crazy Shirt," printed cotton sport set, with trunks that cuff in matching print, \$13.95.



String-knit cotton T-shirt, in beige & white, grey & white, navy & white, \$3.95. Walking shorts, linen weave, in natural, navy, brown or grey, \$8.95.



Signature Print sport shirts: "Fireman Save My Child" (top), red or blue combinations, \$6.95. "Good Morning" (left), white or navy background, \$6.95; "On the Go" (right), black or navy, \$6.95.



Lastex trunks (top), "Tropicana" California Hand Print, brown or blue, \$4.95. Standard boxer trunks (left), tailored to trim your figure, five colors, \$4.95. Novelty print trunks (right), in combinations of blue, brown or charcoal, \$3.95.

Van Brocklin, right, is wearing "Jungle Rhythm" (in combinations of brown or blue, \$12.95). Hirsch is wearing "Check 'N Double Check" (in navy and white or brown and white, also \$12.95).

For name of nearest store, write: Catalina, Inc., Dept. R, 443 So. San Pedro St., Los Angeles 13.



COPYRIGHT UNDER INTERNATIONAL COPYRIGHT CONVENTION. ALL RIGHTS RESERVED
UNDER PAN-AMERICAN COPYRIGHT CONVENTION. COPYRIGHT 1954 BY TIME INC.

SO THAT A BRAVE MAN'S STORY CAN BE TOLD

"The day was D-plus-two, the drink was a Norman applejack called Calvados, and the party was a French wake in my honor. I had been reported dead by a sergeant who had seen my body floating on the water with my cameras around my neck. . . . My death had become official and my obituaries had just been released by the censor. The sudden materialization of my thirsty ghost filled my friends with disgust at their wasted sentiment. . . ."

Robert Capa's friends all over the world wish that he would turn up again with an equally convincing denial of the report of his death in the rice fields of northern Indochina last week. But he couldn't because the report was true.

The swashbuckling legend which—with reason—enveloped Capa endeared him to his many friends in journalism. But they also thoroughly respected him as a professional. They understood his motives when he left LIFE to found in 1947 a cooperative photo agency called Magnum. They were glad that he never got the cable waiting for him in Hanoi which told that one of his Magnum colleagues, Werner Bischof, had died in an accident in Peru. Like Capa, Bischof hated war—as his photographs showing the plight of Korean children (*starting on p. 178*) amply demonstrate.

Along with his colleagues, the brass, headed by the Commander-in-Chief (*see picture*), has always appreciated Capa. There isn't much



AWARD FROM A FELLOW PROFESSIONAL IN 1947

that LIFE can add to the tributes he has received. He was not a photographer for photography's sake. One thing always important to him was to communicate what he had found out. He was in Indochina on a LIFE assignment and last week his pictures of Laos told how war was coming to that sleepy kingdom. Then he moved on to the fighting in the Delta to take his last pictures.

To get these pictures to the U.S. in time for this issue of LIFE seemed almost impossible, but we have resorted to every production device we know to get his account to a nation which must soon make up its mind about Indochina. LIFE bureaus east and west en route from hard-to-reach Saigon were alerted to expedite the film. In Paris correspondents and photographers rushed the last of three Capa shipments out of customs, through a laboratory and into the hands of a passenger flying to New York.

What struck everyone was the cooperation of French customs, airline officials and the passenger when they heard the pictures were Capa's last take. As this is written on May 30 we're doing, rather than saying, what we think are the right things. For words we give you Ernest Hemingway in a cable from Madrid: "He was a good friend and a great and very brave photographer. It is bad luck for everybody that the percentages caught up with him. . . . He was so much alive that it is a hard long day to think of him as dead."

CONTENTS

COVER	
CARIBOU ON THE ARCTIC TUNDRA (SEE PP. 90-120)	
THE WEEK'S EVENTS	
A GREAT WAR REPORTER AND HIS LAST BATTLE	27
AUNT JAMES AND MILLIONAIRES AT CENTRAL MEETING	34
THE BIG BLAST ON "BIG BEN"	36
HASSLES AT THE McCARTHY HEARINGS	43
LIFE ON THE NEWSFRONTS OF THE WORLD	47
A RED CARPET FOR THE QUEEN	51
BENEDICTION FOR NEWLYWEDS ON TIGHTROPE	73
EDITORIAL	
LESSONS OF THE HEARINGS	40
PICTORIAL ESSAY	
THE WORLD WE LIVE IN: PART X:	
THE ARCTIC BARRENS, text by LINCOLN BARNETT	90
LIFE'S EXPEDITION TO TUNDRA	116
ARTICLE	
VOICE FROM KOREA: "WON'T YOU HELP US OFF OUR KNEES?"	
by DR. HOWARD A. RUSK	178
MODERN LIVING	
IN PLACE OF A PORCH	57
MILITARY AFFAIRS	
A BULLETPROOF "LIFESAVER" FOR THE INFANTRY	63
RELIGION	
WESLEY, THE INWARD WITNESS	79
BILLY GRAHAM'S BIGGEST BRITISH CONQUEST	159
THEATER	
THE PAJAMA GAME	125
SPORTS	
FASTEST BALL SINCE FELLER'S	133
EDUCATION	
THE MILITARY SCHOOL	141
PHOTOGRAPHED FOR LIFE BY LEONARD McCOMBE	
MOVIES	
POSTCARD FROM ROME	151
TELEVISION	
TOO MUCH FOR ONE MAN	163
FASHION	
POPULAR ENGLISH STYLES COME TO U.S.	173
OTHER DEPARTMENTS	
LETTERS TO THE EDITORS	12
SPEAKING OF PICTURES: CHICAGO ART INSTITUTE HONORS	
FANCIFUL FRENCH CAMERAMAN	20
SEQUEL: M/SGT. WEDS TOUGH DI	87
LIFE GOES TO AN HONOR SOCIETY'S TRIBAL RITES	188
MISCELLANY: STRETCH IN THE SUN	198

THE COVER AND ENTIRE CONTENTS OF LIFE ARE FULLY PROTECTED BY COPYRIGHTS IN THE UNITED STATES AND

IN FOREIGN COUNTRIES AND MUST NOT BE REPRODUCED IN ANY MANNER WITHOUT WRITTEN PERMISSION

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several

sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

COVER—PAINTING BY RUDOLF FREUND	39—PETER STACKPOLE—GREY VILLET—PETER STACKPOLE
15—T. PARIS MATCH	43—INT.—HANK WALKER
16—PEGGY HOBBS FOR "THE CAPE CODDER"	44—HANK WALKER
20, 21—ROBERT DOISNEAU FROM RAPHO-GUILLUMETTE	47—A.P.—JOE ENGELS FOR NEW YORK HERALD TRIBUNE
25—A.P.	48—U.P.—LARRY PAULSON FOR VALLEY TIMES
27—MICHEL DESCAMPS FOR PARIS MATCH—ROBERT CAPA FROM MAGNUM	51—ILLUSTRATED—JOHN SADOVY
28, 29—ROBERT CAPA EXC. T. LT. ROBERT CAPA FROM B.S.	53—© NORTHCLIFFE NEWSPAPERS GROUP—SPORT & GENERAL FROM COMBINE
30 THROUGH 33—ROBERT CAPA FROM MAGNUM	54—COMBINE—DAVID MOORE
34—LEONARD McCOMBE EXC. BOT. RT. LISA LARSEN	57, 58—WALTER SANDERS
35—T. LT. LISA LARSEN, T. RT. LISA LARSEN—LEONARD McCOMBE; BOT. LEONARD McCOMBE, IRA ROSENBERG FOR NEW YORK HERALD TRIBUNE	63, 64, 66—GEORGE SKADDING
36, 37—LT. HERBERT STIER FOR BOSTON HERALD-TRAVELER—DRAWING BY ADOLPH E. BROTMAN; RT. EDWARD C. HANSON FOR PROVIDENCE JOURNAL-BULLETIN—GREY VILLET—VERNER REED (1)	68—RALPH MORSE
38—LT. GREY VILLET—PETER STACKPOLE; RT. PETER STACKPOLE—GREY VILLET—PETER STACKPOLE	73, 74—YAN
	79, 80, 83—METHODIST RADIO AND FILM COMMISSION
	84—COURTESY THE CLARK COLLECTION EXC. CEN.
	87—MARK KAUFFMAN—GEORGE SILK
	88—GEORGE SILK
	90, 91—FRITZ GORO
	92, 93—LT. JOHN P. KELSALL FOR CANADIAN WILDLIFE SERVICE—FRITZ GORO; RT. HENRY F. VUORI FOR

INTERNATIONAL NICKEL CO. OF CANADA EXC. CEN.	120—FRITZ GORO
FRITZ GORO	125 THROUGH 130—G. JON MILLI
94—GORAN ALGARD	133—FRANCIS MILLER
95—FRITZ GORO—W.A. TOLBOOM	134—FRANCIS MILLER ON T. HELEN DEAL
96, 97—R. R. BROWN FOR GEOLOGICAL SURVEY OF CANADA, MAX. W. GOOD—A. E. PORSILD—JOHN S. TENER FOR CANADIAN WILDLIFE SERVICE	136—FRANCIS MILLER
98, 99—L. A. C. O. HUNT, ROBERT F. BLACK FOR U.S. GEOLOGICAL SURVEY—A. L. WASHBURN, R. THORSTEINSSON FOR GEOLOGICAL SURVEY OF CANADA	151—WALTER SANDERS
100 THROUGH 105—PAINTING BY RUDOLF FREUND	153—20TH CENTURY-FOX
106, 107—LT. KARSH, OTTAWA, FOR TIME—FRITZ GORO; CEN. V. E. F. SOLMAN FOR CANADIAN WILDLIFE SERVICE—EVA BECKETT; RT. FRITZ OTT	154—20TH CENTURY-FOX EXC. T. WALTER SANDERS
108, 109—FRITZ GORO	156—20TH CENTURY-FOX EXC. BOT. WALTER SANDERS
111—MAP BY TONY SODARO	159—METRO GROUP FROM EUROPEAN—CARL MYDANS
112—WERNER BISCHOF FROM MAGNUM	163, 164, 166—WAYNE MILLER
115—R. C. A. F. PHOTO FOR GEOLOGICAL SURVEY OF CANADA	173—RICHARD DORMER—A.P.
116—T. FRITZ GORO	174, 177—JOHN RAYMOND SOLOWINSKI
119—FRITZ GORO EXC. T. JAMES GOODE	179, 180, 181—WERNER BISCHOF FROM MAGNUM
	182—WERNER BISCHOF FROM MAGNUM—JUN MIKI
	184—WERNER BISCHOF FROM MAGNUM
	187—JOHN PARK
	188 THROUGH 194—JOHN ZIMMERMAN
	198—MICHAEL J. PHILLIPS

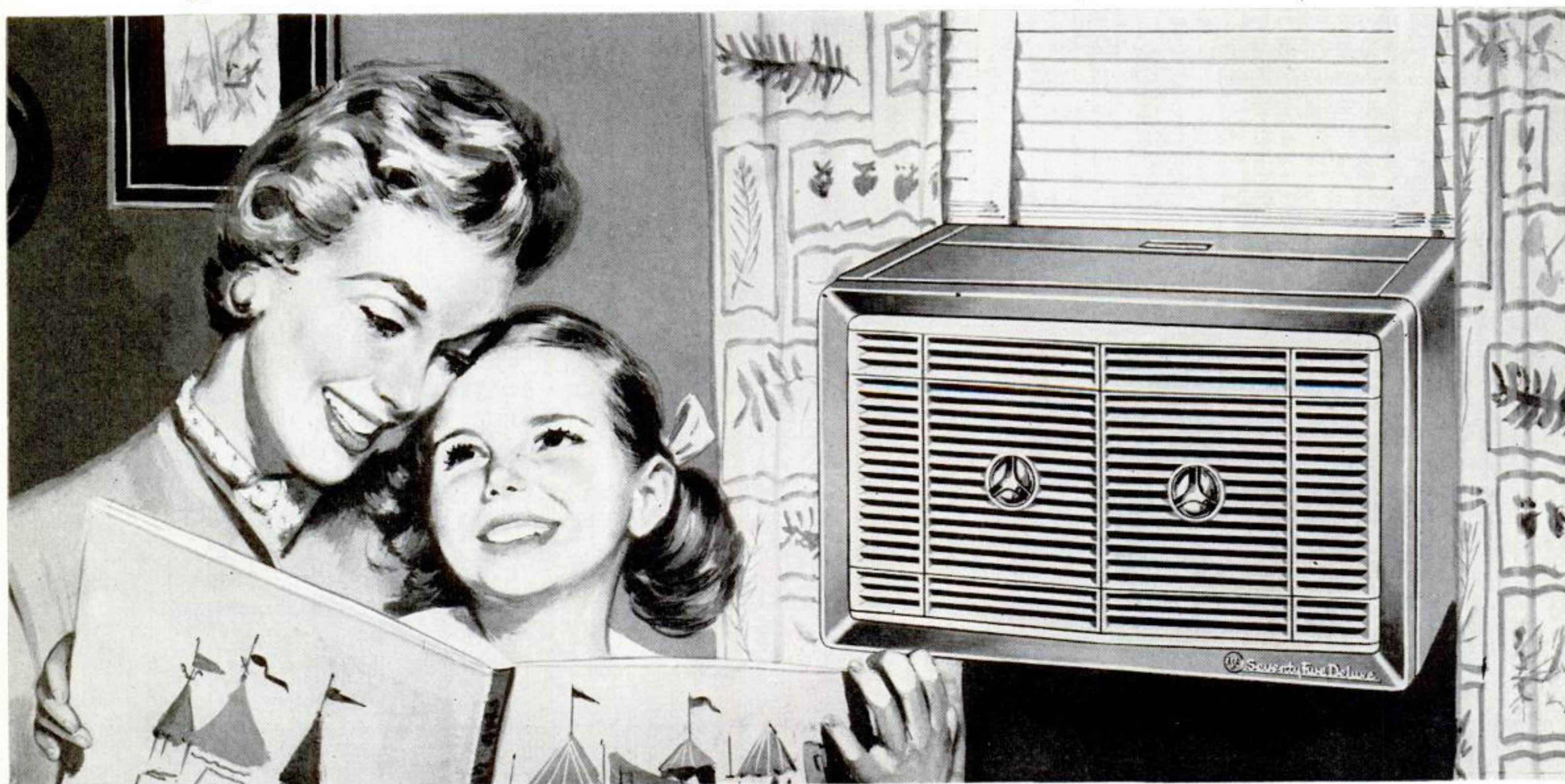
ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; © COPYRIGHT; EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; A.P., ASSOCIATED PRESS; B.S., BLACK STAR; EUROPEAN, EUROPEAN PICTURE SERVICE; INT., IN-

TERNATIONAL; U.P., UNITED PRESS; THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE REPUBLICATION WITHIN THE U.S. OF THE PICTURES HEREIN ORIGINATED OR OBTAINED FROM THE ASSOCIATED PRESS.

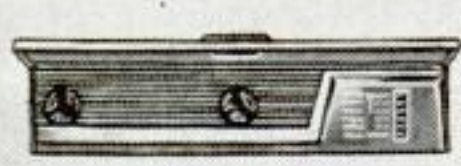
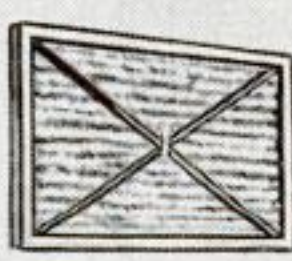
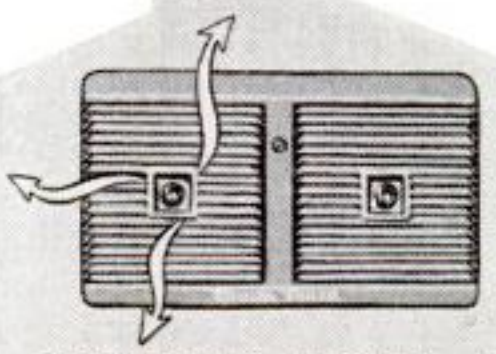









The happiest homes of all have ...

RCA AIR CONDITIONERS



Happy choice... because only RCA offers all these advantages

 <p>PUSH-BUTTON CONTROLS: Push a button in the Climate Tuner for the weather you want.</p>	 <p>NEW PERMANENT FILTERS: Aluminum filters, easily cleaned. No more annoying replacements.</p>	 <p>DIRECTIONAL GRILLES: For widest, fullest flow of air. Control direction of air flow easily, quickly.</p>	 <p>"HEART-OF-COLD" COMPRESSOR: Top cooling capacity. Hermetically sealed, trouble-free.</p>	 <p>HUSH-A-BYE FANS: Whisper-quiet squirrel cage type evaporator fans can scarcely be heard.</p>
 <p>"Happy me! Our RCA Air Conditioner is so easy to operate."</p>	 <p>"I'm happy over the way my RCA foils dust and pollen."</p>	 <p>"I like the gentle, draft-free ventilation."</p>	 <p>"Happy dreams! We sleep cool on the hottest nights."</p>	 <p>"QUIET! I'm very happy."</p>

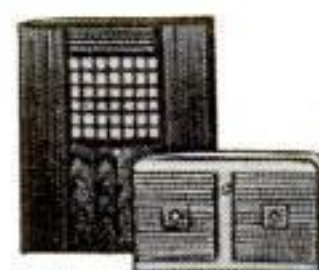
THE RIGHT SIZE FOR EVERY ROOM

Ask your dealer to show you RCA Air Conditioners—models to fit every room—consoles and window units. Prices start as low as \$229.50*.

Models available with combination heating and cooling. Models with concealed panel lights and automatic thermostats also available.

*Suggested list price—slightly higher in West

FOR EXPERT INSTALLATION AND SERVICE...RCA FACTORY SERVICE FROM COAST TO COAST
TUNE IN Dennis Day Show every week, NBC-TV. Hear Phil Harris and Alice Faye Friday nights, NBC Radio.



You'll feel better with an RCA Air Conditioner

RADIO CORPORATION OF AMERICA

A GREAT WAR REPORTER AND HIS LAST BATTLE

Although the Red River Delta of Vietnam is 7,500 miles from American shores the bitter meaning of no-quarter war in the paddy fields came close to Americans last week. As outnumbered French Union troops continued a desperate struggle to defend the rice-rich delta, U.S. Navy Chief Admiral Robert B. Carney warned the U.S. it must soon decide which road to take: the highway that looks smooth but ends in quick oblivion, or the rough road that offers the hope of some decent destiny.

In Indochina one American had been finding out how imminent that decision might be. Robert Capa, most famous war photographer of his generation, flew into Indochina four weeks ago to report the war for LIFE, first at Luang Prabang, then in the Red River Delta. On May 25 in the delta's fluid front line he stepped on a land mine. And so, on an operation so routine that it rated only three lines in a communique, Robert Capa—who had survived the dangers of 18 years of war—was killed. He was the first U.S. correspondent

killed in Indochina and the first LIFE war photographer ever killed in line of duty.

Born André Friedmann in Budapest 40 years ago, he invented the name of Capa shortly after he left Hungary at 18. He soon was wrapped in a legendary mantle of bohemianism. He scorned possessions and was devoted to the ideals of freedom; he frequently lacked cash and always loved good living; he poured mock insults on his friends—and unexpected kindnesses. In World War II the brass came to respect him for his knowledge of tactics (the late Brig. General Theodore Roosevelt once said, "Bob knows more about the art of war than many four-star generals"). Combat soldiers revered him for his relaxed, wisecracking, unbelievable bravery in desperate situations.

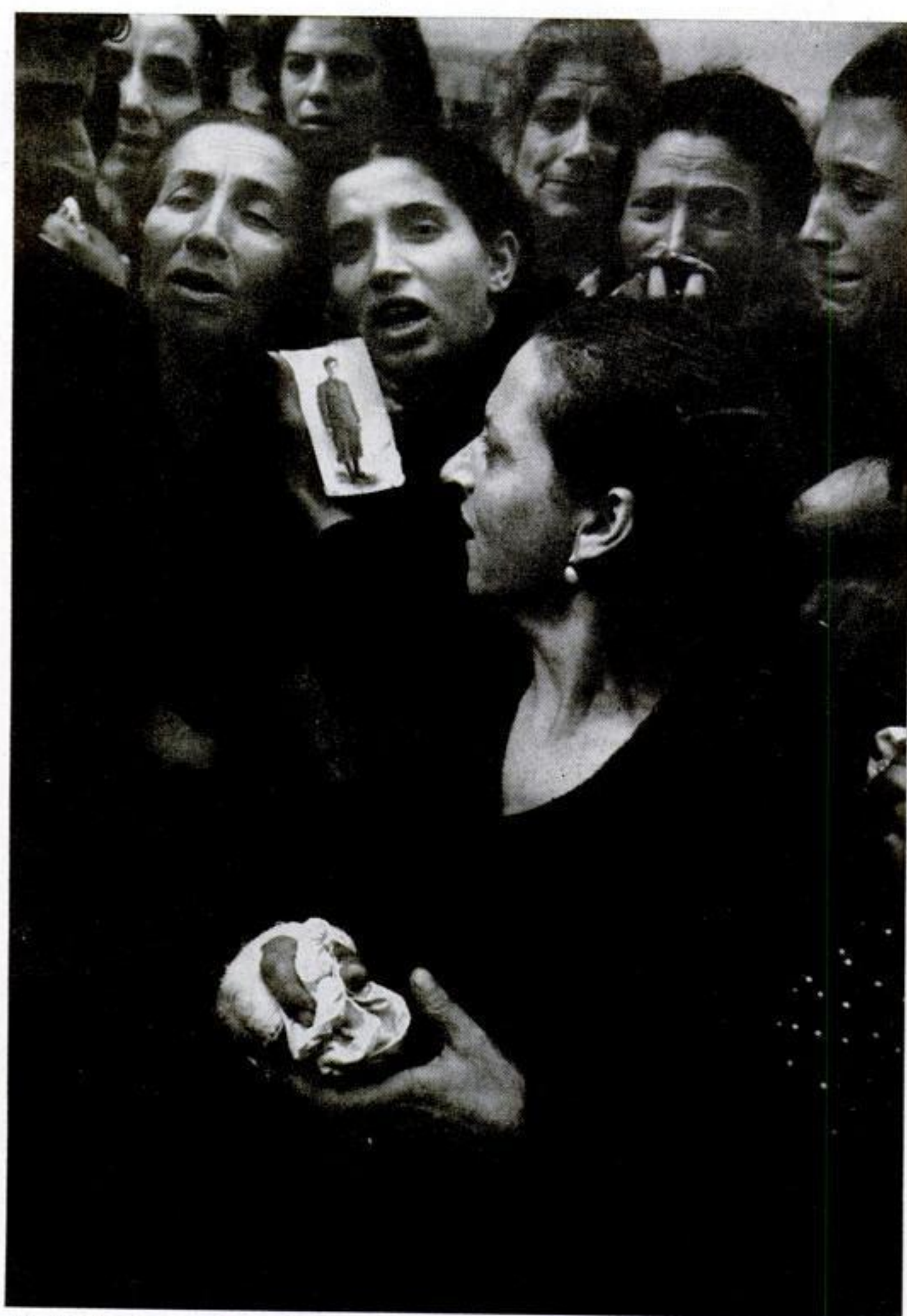
As Capa's last war pictures were flown to LIFE for publication on these pages, his flag-draped coffin awaited its journey from Hanoi back to his chosen land, and a distinguished career that had spanned four wars (pp. 28, 29) and ended with an ominous fifth, was closed.



LAST PICTURE of Bob Capa was taken at Luang Prabang, where he did the story in last week's LIFE.

HEADED FOR THE DELTA FRONT, CAPA PICTURED FRENCH CONVOY'S SWIRLING DUST AND A LONE VIETNAM PEASANT MAKING HIS WAY IN THE BROILING SUN





MOTHERS OF NAPLES lament their children, killed in the abortive uprising of September 1943 before Allies took over from retreating Germans. Of this story Capa said in an expression of his hatred for war: "... Those were my truest pictures of victory, the ones I took at that simple schoolhouse funeral."

A PHOTOGRAPHER'S JOURNAL ... UP TO HIS FINAL WAR



INFANTRYMAN AT BASTOGNE approaches a German paratrooper lying in the snow, near the end of the fateful Battle of the Bulge in December 1944. It was on this occasion that Capa was taken for an enemy soldier by trigger-happy GIs, saved himself by yelling, with as little accent as possible, "Take it easy!"



← **A VOLUNTEER IN SPAIN** falls with a Falangist machine-gun bullet through his head, near Cordoba in the summer of 1936. Capa had joined up with a hastily organized, amateur Loyalist force, watched from a trench while wave after wave of them were destroyed trying to attack a professionally placed Franco position.

Not long ago Robert Capa announced he was "happy to be an unemployed war photographer" and hoped to stay so for the rest of his life. Specializing in peaceful subjects, he remained one of the world's top photographers. Circumstances surrounding the beginning and end of his career, however, make it inevitable that his professional biography is written mostly in his great war pictures. It began with Spain in 1936 where 22-year-old Capa took a picture (*above, left*) that made him famous

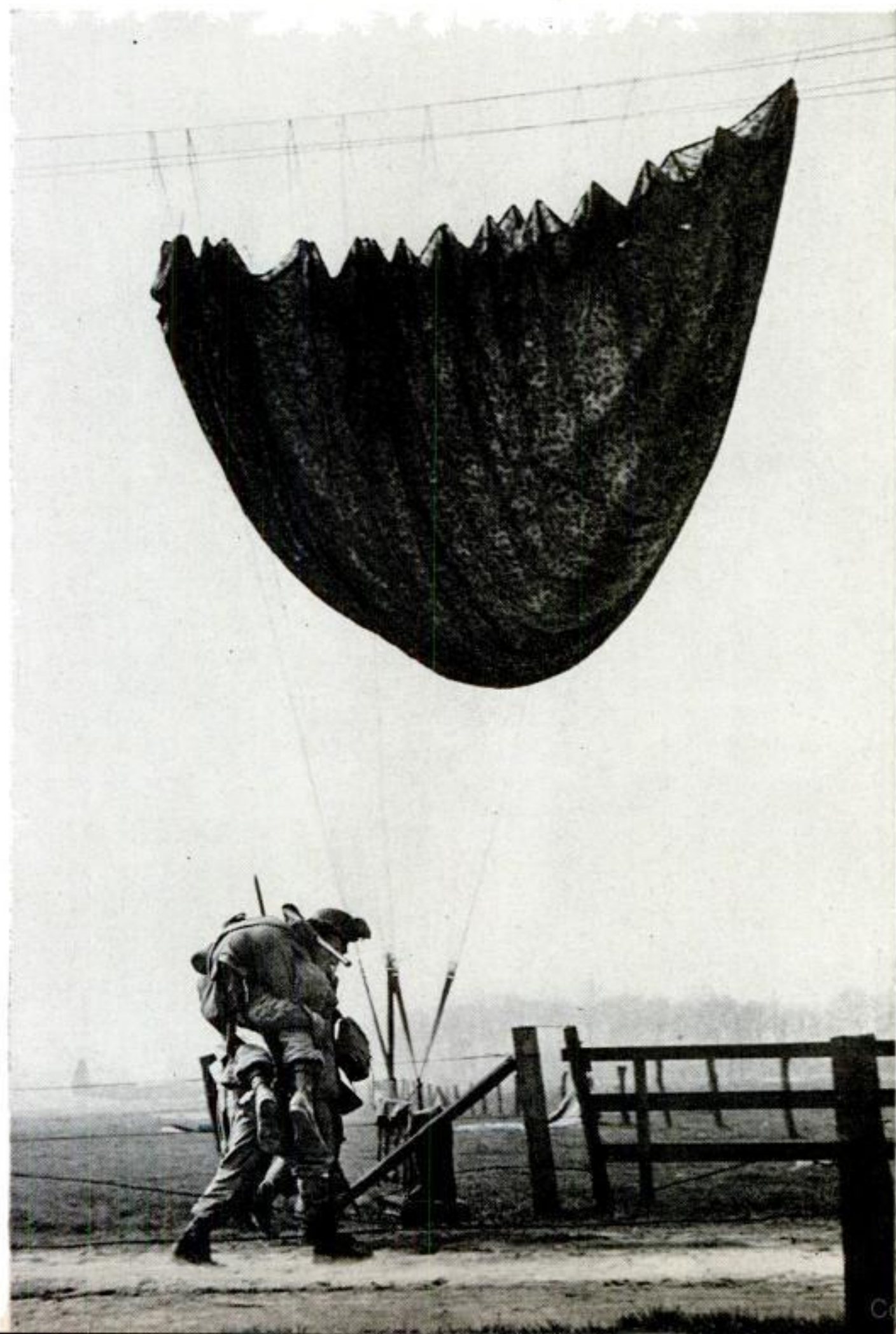
THE LANDING ON D-DAY brought Capa in with the first wave, turning around to photograph a rifleman in the surf off "Easy Red" beach in Normandy. "I just stayed behind my tank," wrote Capa, "repeating a sentence from my Spanish Civil War days, *Es una cosa muy seria*. This is a very serious business. . . ."

almost overnight. He left Spain for China to cover the fight against Japan, eventually came to the U.S. In London he reported the 1941 blitz, later went with U.S. troops to North Africa and Italy where he photographed the mourning Neapolitan mothers (*below, left*). He got back to England in time to land on a Normandy beach (*above*) on D-day, 10 years ago this week. He went on to the siege of Bastogne and the Rhine (*below*). In Israel in 1948 he saw his fourth war—his next to last.



A PARATROOPER BEHIND THE RHINE carries wounded buddy to medical aid station after the drop in March 1945, as spent chute flaps from telephone wires overhead. U.S. officers had asked combat veteran Capa to jump with a raw outfit rather than a seasoned one in order to improve the men's morale.

CONTINUED ON NEXT PAGE





THE SORROW OF INDOCHINA was caught by Capa when he came upon a heartbroken Vietnamese widow in Nam Dinh cemetery, where French and

Vietnamese soldiers lie. Capa made trip to Nam Dinh shortly before he was killed. A candid critic of his own pictures, he described this as a memorable one.

HE SAID: 'THIS IS GOING TO BE A BEAUTIFUL STORY'

by JOHN MECKLIN

TIME-LIFE correspondent who was with Capa on his last mission

HANOI
In the bug-ridden room of a Nam Dinh establishment which calls itself the Modern Hotel (in English), Bob Capa sucked a glass of warm cognac and soda and made a pronouncement: "This is maybe the last good war. The trouble with all you guys who complain so much about French public relations is that you don't appreciate this is a reporter's war. Nobody knows anything and nobody tells you anything, and that means a good reporter is free to go out and get a beat every day."

Capa and I had been touring French outposts in the besieged Red River Delta with General René Cogné, French commander in northern Vietnam. Next day we were going out with a 2,000-man task force which was to relieve, then evacuate, two garrisons some 50 miles south of Hanoi. Capa prepared for the mission with professional finesse: a thermos of iced tea, a jug of cognac, a jeep promoted from a French colonel, everything except matches. Capa never had matches, presumably because other people could be counted on for such obvious items.

When the jeep appeared at 7 a.m. May 25 we climbed in along with Scripps-Howard Correspondent Jim Lucas. Waiting for the Red River ferry just outside Nam Dinh, Capa announced, "This is going to be a beautiful story. I shall be on my good behavior today. I shall not insult people and I shall not even mention the excellence of my work."

On his delta tour Capa had got the idea of a picture story to be entitled "Bitter Rice." His plan was to dramatize the contrast of tanks next to peasants working in paddies, of men dying in the struggle for the rice harvest. All morning he worked to photograph peasants carrying rice to market in straw baskets, plodding along the edges of vehicle-clogged roads. Once a French motorcyclist playfully rode close to the roadside as he passed lines of peasants, forcing them to jump off. Said Capa, "Look at that s.o.b. making new Vietminh." When the column was stopped by ambushes, mines and trenches across the road, Capa was everywhere but always showing an expertness in calculated risk that only a man in his fifth war could know. He was cautious about crossing exposed areas, but if he saw a good picture which could only be made with risk he took the risk. A colonel invited us to lunch at Dong Qui Thon, but Capa kept poking around for pictures and failed to show up. We found him dozing under a truck and asked how his film was holding out. Said Capa, "That's what I'm doing here, saving film."

A few minutes later we heard that French Union elements had reached Doai Than, the first of two posts the column was to relieve. We got there in about 10 minutes, arriving at 2:25 p.m. Capa wanted to press on, saying: "The story's almost done, but I need the fort blowing up."

A couple of hundred yards beyond Doai Than the column was stalled again by a Vietminh ambush. We turned into the field and talked to the sector commander, Lieut. Colonel Jean Lacapelle. Capa asked, "What's new?" The colonel's reply was a familiar one: "Viets partout" ("Vietminh everywhere"). As the column began moving again Capa climbed on the jeep hood for a shot. A truck loaded with infantry behind us tooted vigorously but Capa took his time. "That was a good picture," he said as he climbed down. But the column halted again almost immediately. This was at a point one kilometer past Doai Than and three kilometers short of the final objective, Thanh Ne. The road was three or four feet above the paddies and here served as a dike for a little stream which ran along the right side. About 50 yards ahead the road bent to the left, forming a V with the stream, now contained by an independent dike.

The sun beat down fiercely. There was firing in every direction: French artillery, tanks and mortars behind us; the chatter of small arms from woods surrounding a village 500 yards to our left, heavy small arms fire mixed with exploding French shells in another village 500 yards ahead and to our right, the sporadic ping of slugs passing overhead, the harrowing *curr-rump* of mines and enemy mortars.

A young Vietnamese lieutenant approached us and began practicing his English, which was limited to a labored "How are you sir? I am good." Capa was exquisitely bored and climbed up on the road, saying, "I'm going up the road a little bit. Look for me when you get started again." This was about 2:50 p.m. The lieutenant switched to French and asked if we liked Vietnam.

At 2:55 the earth shook from a heavy explosion. Behind us spouted up a column of brown smoke and flames: the French were blowing up



UNPERTURBED PEASANT works in paddy while French convoy behind him is stalled by a Red roadblock. Capa took this to illustrate his "Bitter Rice" theme.



PRISONER REPAIR CREW of Vietminh captives fixes damage to road done by their own troops. Capa found them when he went ahead of his stalled convoy.

CONTINUED ON NEXT PAGE



OUT IN FRONT OF A PLATOON, CAPA PHOTOGRAPHED VIETNAMESE SOLDIERS ADVANCING WAIST-DEEP IN GRASS AS THEY SOUGHT A RED MORTAR POSITION

Capa CONTINUED

Doai Than. Asked the lieutenant, "Does the atomic bomb look like that?" Said Lucas, "Dammit, there goes the picture Capa wanted."

A few minutes later a tank began firing right behind us. The French were mortaring the village to our left and at 3:05 Moroccan infantrymen began advancing through the paddies to finish the job. I was making notes on this when a helmeted soldier arrived and spoke to the lieutenant in Vietnamese.

Without a trace of emotion the lieutenant said, "*Le photographe est mort*" ("The photographer is dead"). I understood the words but they didn't register and I said, "Pardon?" The lieutenant repeated the sentence in the same flat voice. This time the words registered, but I was certain I had misunderstood and said to Lucas almost as a joke, "This guy's trying to tell me Capa's dead."

Still deadpan, the lieutenant spelled out the English word with French

pronunciation of the letters: *day euh aah tay aash* (death). Simultaneously a second Vietnamese ran up and beckoned directly to me. The lieutenant questioned him and relayed, "Maybe not dead but wounded by mortar, *très grave*" ("very serious").

Lucas and I jumped up and ran with the soldier down the ditch. At the point where the road bent soldiers pointed up and over the road, then disappeared. We scrambled across the road and into a small lowland field. At the foot of the dike across the V formed by the bending road Capa lay on his back, the stump of his shattered left leg about a foot from a hole blown in the earth by the explosion. He also had a grievous chest wound. One camera was clutched in his left hand. I began calling his name. The second or third time his lips moved slightly like those of a man disturbed in sleep. That was his last movement. It was 3:10 p.m.

I called to a Moroccan soldier to get a medic. The medic, a husky Frenchman with a stretcher, took one look, shrugged and started to go. Then he turned and asked, "*Camarade?*" When I nodded he shrugged



DEAD VIETMINH SOLDIER, stripped of his rifle, shoes and rice ration, sprawls out atop dike. One Vietnamese soldier turns to look back at the dead enemy as the others move on toward stream.



NEEDED MINE DETECTOR is shouldered by a Vietnamese infantry soldier trudging toward the highway. Capa photographed him shortly before he himself stepped on a Vietminh antipersonnel mine.





WHICH HAD HIGHWAY UNDER FIRE. AS CAPA AND THE PLATOON MOVED FORWARD FRENCH KEPT UP BOMBARDMENT OF NEARBY VILLAGES WITH MORTARS

again and opened the stretcher. Still thinking Capa had been hit by a mortar, we hurried to a less exposed spot across the road.

An instant later there was a thunderous explosion on the road above us. The blast blew screaming Vietnamese soldiers, miraculously uninjured, into the ditch. A bulldozer had set off a mine, and less than a minute later another went off. Investigation revealed they were all anti-personnel mines, and it is almost certain that Capa stepped on one of these.

The exploding mines brought Colonel Lacapelle charging forward. He flagged an ambulance and hurried Capa back to Dong Qui Thon, five kilometers away. There a Vietnamese doctor pronounced him dead. Said the operation commander, Lieut. Colonel Jacques Navarre, General Henri Navarre's brother, "*C'est l'Indochine, monsieur*" ("This is Indochina"). Then he turned and walked away past the truck where Capa had lain dozing less than two hours before.

The doctor asked, "Is this the first American correspondent killed in

Indochina?" I said yes. He said, "It is a harsh way for America to learn."

At Nam Dinh, where the casket was loaded aboard a C-47 for shipment to Hanoi, Zone Commander Colonel Paul Vanuxen turned out a Senegalese honor guard. In Saigon General Navarre sent condolences to the U.S. embassy. In Hanoi, where the body was taken to the French cemetery for temporary burial, General Cogny ordered an honor guard of 19 red-bereted colonial paratroopers and sent a large wreath. There was also a wreath from the army's press information service and a third wreath inscribed "*A notre ami*." It was from *La Bonne Casserole*, a local restaurant where Capa terrified the waiters, charmed the hostess and taught the bartender to mix American martinis.

At the cemetery General Cogny, in dress uniform, stood at salute for a minute before the casket, turned to newsmen and delivered a brief emotional speech. Capa, he said, "fell as a soldier among soldiers." Then he pinned a medal on the American flag draped over the casket. It was one of France's highest honors: Croix de Guerre with Palm, Order of the Army.





IN AN UNUSUAL SETTING FOR THEIR ANNUAL MEETING THE CENTRAL'S SHARE OWNERS FILL AN ARMORY. AN 83-SHARE OWNER FIGHTS TO GET THE FLOOR

AUNT JANES AND MILLIONAIRES

The New York Central's share owners, small and big, sound off and settle Robert R. Young's fight

For a stockholders' meeting it looked more like a political convention. Some 2,200 share owners of the New York Central Railroad had come, mostly by special trains, to the annual meeting in Albany, N.Y. to witness the climax of one of the roughest fights in railroad history—the battle of cocky Robert R. Young to wrest control of the Central from the present management headed by William White. Each side had spent a half-million dollars in the fight. Present were shareholders of all ranks, from an agent of Texas millionaire supporters of Young with hundreds of thousands of shares to "Aunt Janes," holders of 10 shares or less.

White and Young entered the 10th Regiment Armory amid bursts of partisan applause. Each side nominated a slate of directors, and the flood of oratory was on. One woman jumped up and said women should be on boards of directors. Another jumped up and said ability not sex was what counted. Finally the meeting, which was mainly a stockholders' outing and had little meaning in the battle, was over and the real business of voting started. When that was over Young made what many Wall Streeters considered a well-justified victory speech. But the result would not be known until days of counting the votes on Central's 6,447,410 shares.

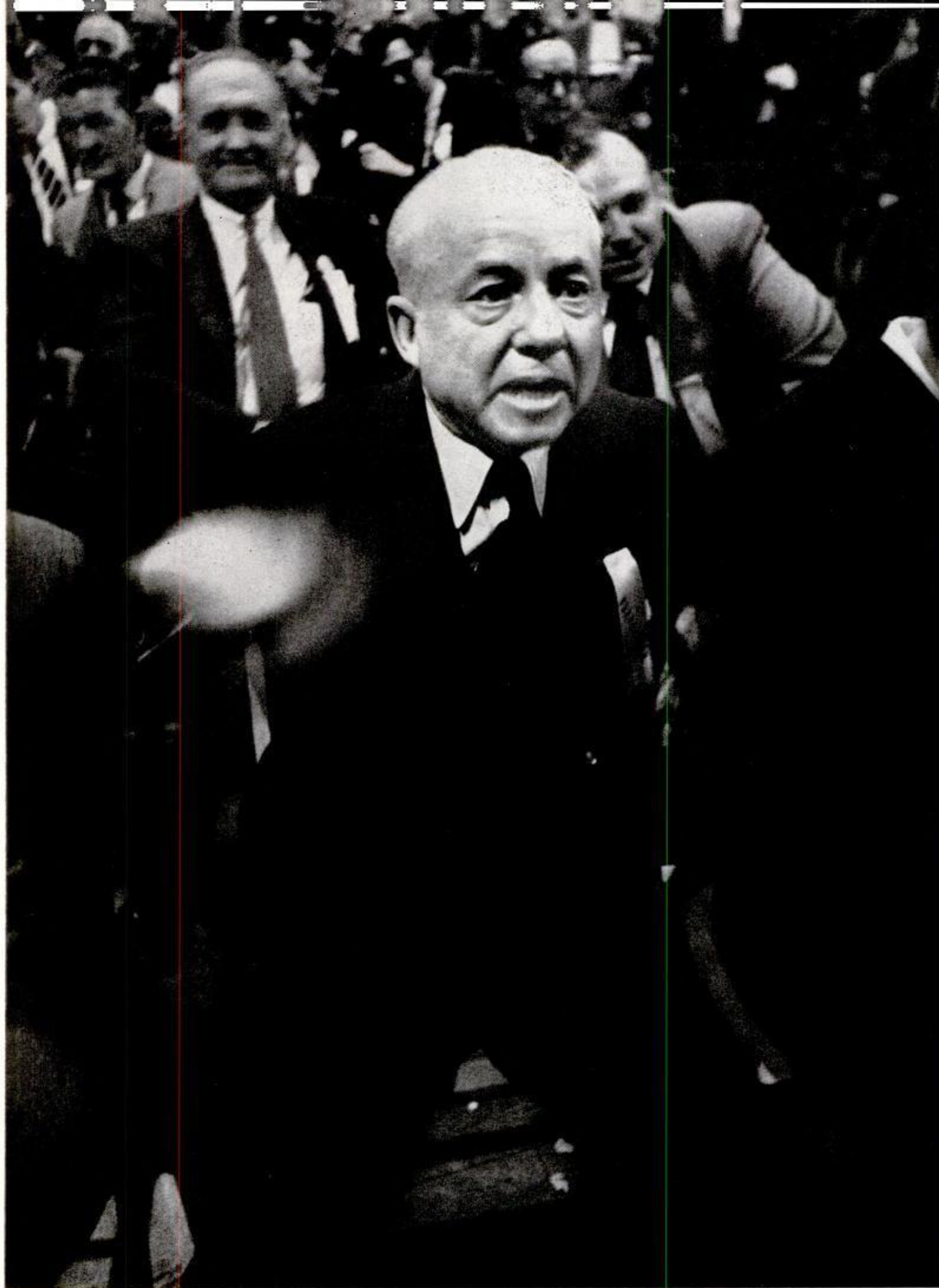


CENTRAL'S BOARD MEMBERS turned out to support president. Standing above are James Farley

(left), Percy Ebbett (second from left), Harold S. Vanderbilt (far right), leaders in fight against Young.



TEXAS STOCKHOLDER John Ferris gave rebel yells, told White he needed cowbell to keep order.



STILL SPIELING, Robert R. Young starts to sit down after making his "victory" speech toward the end of the

stockholders' meeting. He urged the officers of the Central to "concede now and stop wasting money counting."



800,000 SHARES of Texans Murchison, Richardson are voted by agent.



FRIED CHICKEN box lunches were provided share owners by the railroad.



PROFESSIONAL PROTESTER Wilma Soss attempted to grab microphone away from White.



THE BATTLE OVER, New York Central President White (left) leaves armory with two aides. He

looked happy and denied claims that Young had won control of the railroad. "It's the bunk," he said.



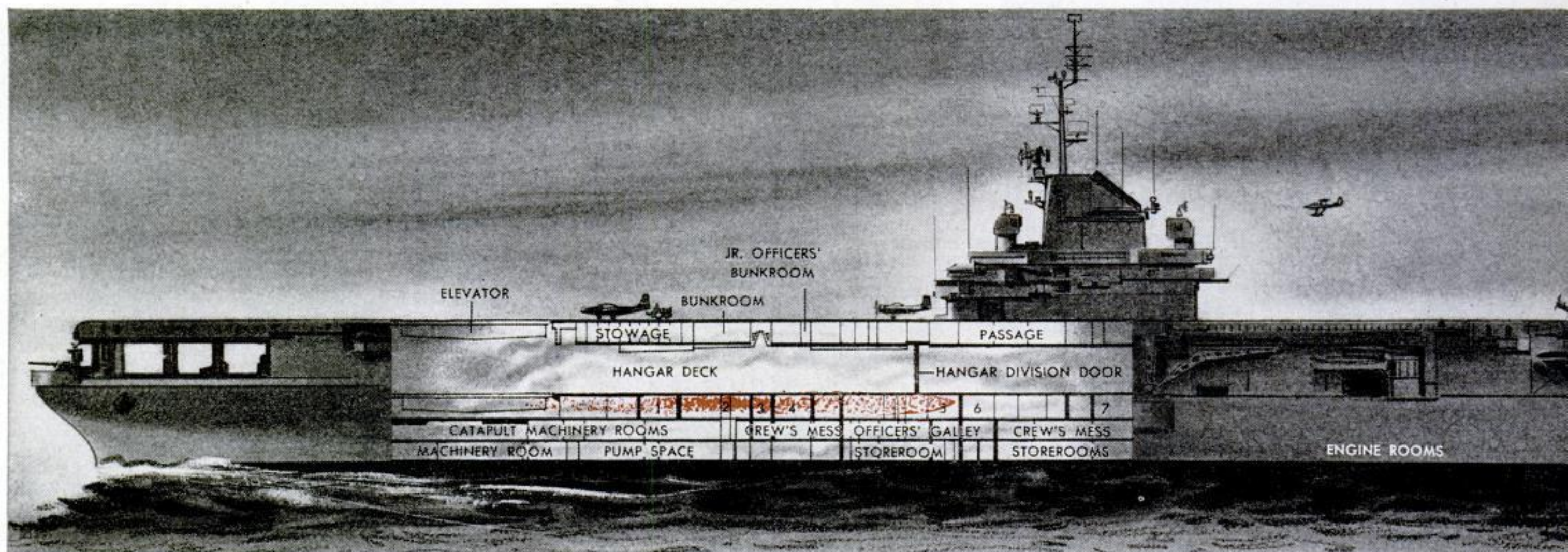
THE "BENNINGTON" COMES INTO QUONSET AS HELICOPTERS ON DECK AND OVERHEAD WAIT TO PICK UP THE INJURED. THERE IS NO OUTWARD SIGN OF BLAST

THE BIG BLAST ON 'BIG BEN'

The 40,000-ton carrier *Bennington* seemed outwardly serene (*above*) as it came slowly up Narragansett Bay to its home base at Quonset Point, R.I. But "Big Ben" was a ship of death. Only a few hours before, a mysterious series of explosions had changed the smoothly efficient fighting ship into a nightmarish box of flame. Crew members were blown from their bunks.

Fuel lines burst. Bulkhead doors jammed, trapping men below. The confusion was brief for fire-fighting and rescue teams, organized immediately, did a magnificent job of controlling the fire and rescuing the injured. But in the fierce flames and heavy smoke many were mortally burned and many suffocated.

The *Bennington* headed in for Quonset, 75



BLAST AREA (*in red*) centered around catapult machinery rooms with greatest damage on the deck

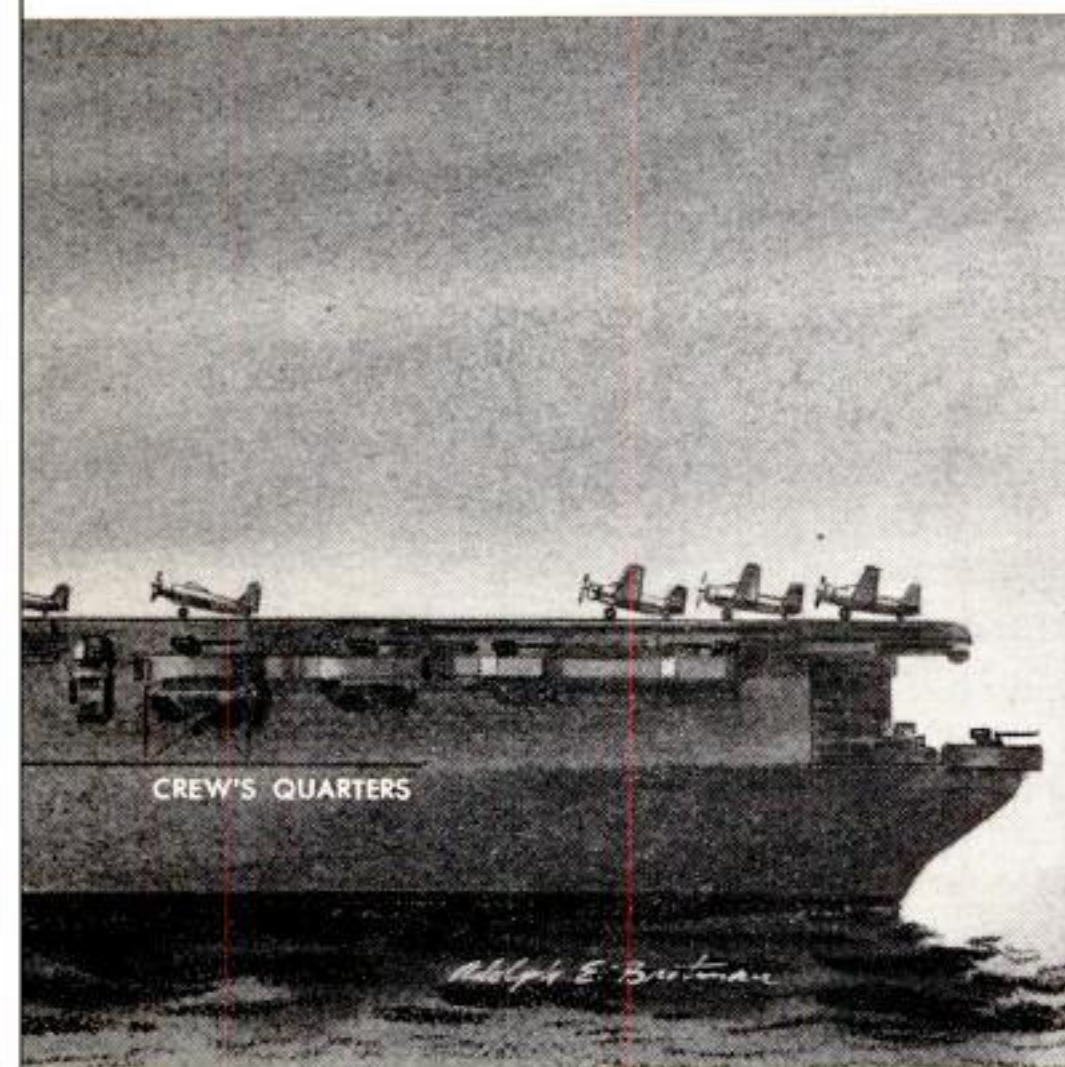
just below hangar deck. Much of this was "officers' country" with a wardroom lounge (1), squadron

ready rooms (2, 6), messroom (3), wardroom (4) and intelligence and engineer offices (5, 7). When

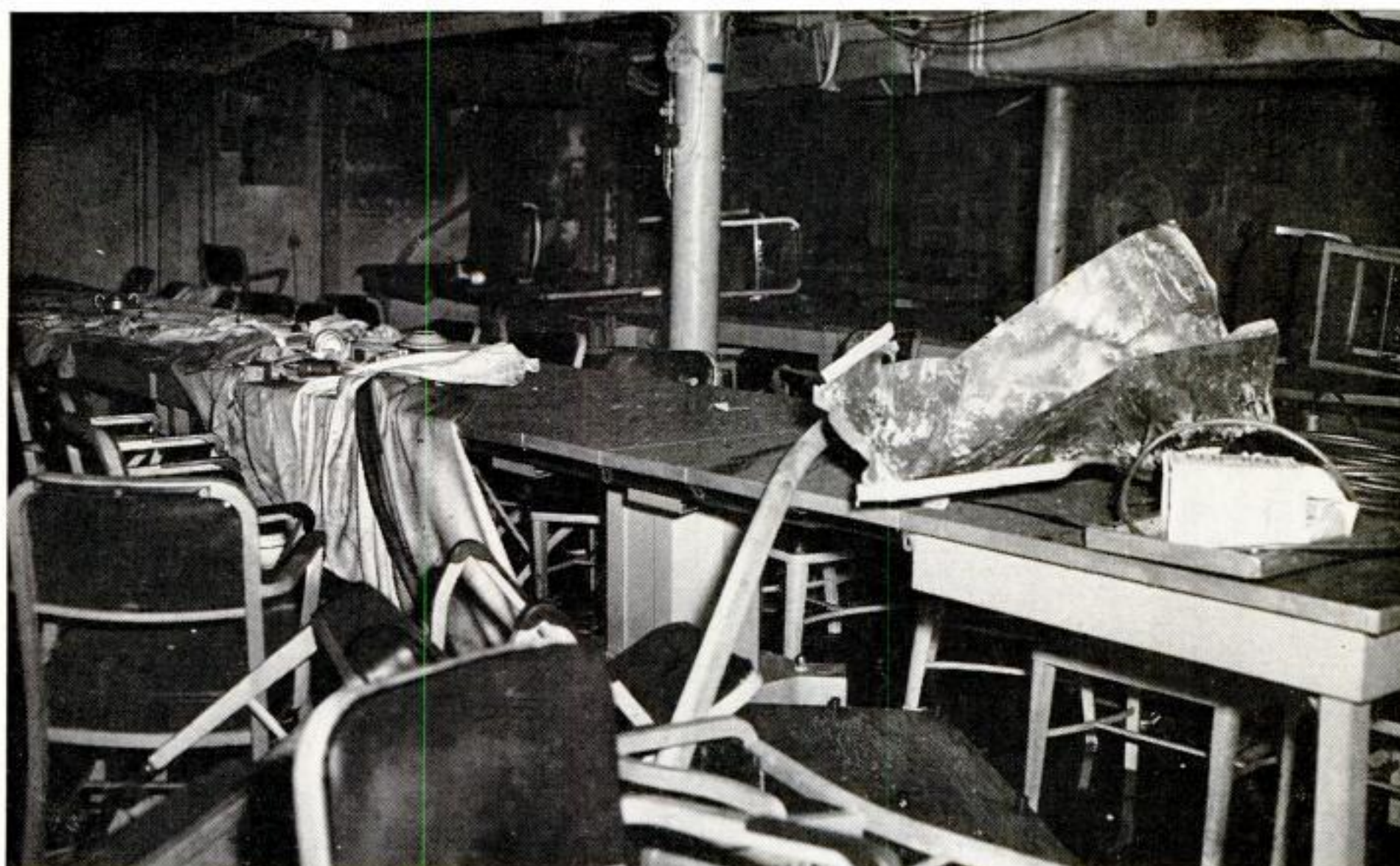


WHICH OCCURRED JUST AFT OF THE TUG AT LEFT

miles north, as helicopters from there took the most seriously injured off. By the end of the day the death toll stood at 91. Three days later it had climbed to 99. Big Ben had been struck before—last year one of its boilers exploded. But this blast was the Navy's worst disaster since the carrier *Wasp* rammed the destroyer-minesweeper *Hobson* in 1952, taking 176 lives.



the explosion occurred, the carrier's jet planes were just being launched on a routine training mission.



OFFICERS' WARDROOM, with chairs upset and jagged metal lying about, was one of worst sections

hit. Breakfast was being served when blast occurred, though some officers and crew were still sleeping.



LINE OF HEARSES summoned from towns near Quonset waits alongside carrier at end of day after

injured have been taken off. Crew concentrated on helping those still alive before removing the dead.



SKIPPER of the *Bennington* is Captain William F. Raborn, who took over the command five weeks ago.



FIRE FIGHTER Francis Toth, face smeared with oil, spent all morning rescuing trapped crewmen.

AFTER MANY HOURS, WORD ON THE PHONE

As the *Bennington* came into Quonset the real drama shifted from the ship, where the crew was clearing the wreckage and administering to the injured, to the base itself. Relatives of crew members who had heard of the explosion were converging on the base and had begun to collect in a movie theater (*below*). Hour after hour they waited, their silence occasionally broken by the sound of someone weeping. The ship's personnel officer had been killed and most of his records destroyed. There was no way of immediately identifying the injured and the dead and the Navy was anxious to avoid false or misleading reports. Finally in the late afternoon a telephone line was hooked up between the ship and the theater, and one by one those who had waited were able to talk to the survivors on board. As they heard their sons and husbands were safe, the effects of the long, tense waiting showed on their faces (*right*).

Even as the wreckage was being cleared the Navy appointed a board of inquiry to determine the blast's cause. The board's job was a tough one, for there seemed to be no reasonable clues to go on. Parts of the ship had buckled peculiarly; fabrics and clothing not far from badly burned areas were unharmed; the explosion had taken place in a part of the ship where there were no explosives. But the Navy discounted the likelihood of sabotage.

REASSURING WIRES are sent from ship by uninjured crew members to tell families they are safe.



OVER SPECIAL TELEPHONE HOOKUP TO THE SHIP



MRS. BERNARD HALL (ABOVE) HEARS HUSBAND'S



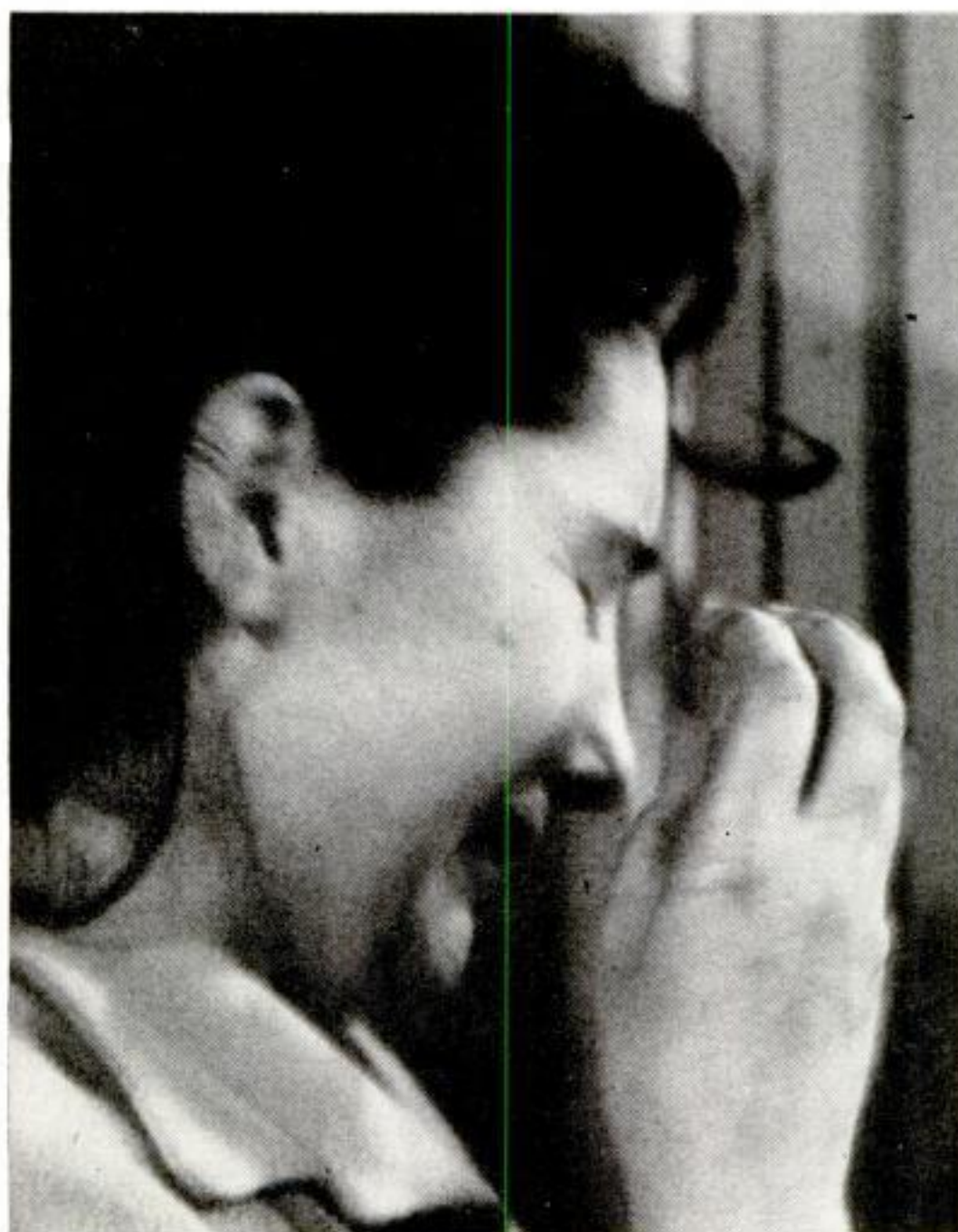
ANXIOUS WAITING casts silence over relatives sitting in theater hoping for news. When truckload

of sailors passed outside, everyone rushed to look. Small children were cared for in a special nursery.





MRS. RUSSELL PAUL, ROBERT MAZZOCCA, JOHN HARRINGTON AND MRS. JOHN OWENS HEAR THE FIRST WORDS OF REASSURANCE FROM UNINJURED RELATIVES



VOICE. BELOW, MRS. JOHN DOUGHERTY TALKS TO HER HUSBAND, THE BREZNIAKS TO SON, BETTY TEDESCHI TO HER HUSBAND AS HIS MOTHER STANDS BY



LESSONS OF THE HEARINGS

Thus they in mutual accusation spent
The fruitless hours, but neither self-
condemning;
And of their vain contest appear'd no end.
—MILTON

FRESH NOTE AT GENEVA

Amid all the nonsense and frustrations of the Geneva conference it is still possible now and then to discern the real issues, which are the fate of Korea, of Indochina, and of collective security. Last week U.S. Delegate W. Bedell Smith stated some issues in refreshing forthright words:

"Sixteen of our delegations believe sincerely that the people of Korea, from the Yalu to the southern shores, are entitled to our most earnest efforts to give them independence and unity. They deserve better than to be made the subject of a propaganda campaign. . . .

"It is not too late to fulfill our objectives. . . . All we need is the courage and will to accept honestly the reality of principles that have been expressed in our meetings. . . .

"There must be clearly reaffirmed our respect for the authority and moral force of the United Nations. . . . It will be a tragic day for all the peoples of the world if, as has been threatened here, the United Nations is discredited and condemned, if its resolutions are spurned as scraps of paper and if the peoples of the world are cast adrift without this anchor in which they have placed their trust."

WHEY FOOT, STRAW FOOT

Secretary of Agriculture Benson is having more trouble with whey than did Little Miss Muffet. Like his experience with butter, this one shows that special sales gimmicks will not cure the basic fallacy in the high level price support systems.

As a result of milk price supports Mr. Benson's department had on its hands over 600 million pounds of dried nonfat milk. He got the bright idea of selling it for use in animal feeds at one fourth its cost. Feed manufacturers snapped it up, cutting his surplus in half.

But another branch of the dairy business, the cheese manufacturers, have long relied on the feed market to dispose of their whey. So Benson had to promise that, if dried-milk marketings hurt the price of whey, he would protect them. Last week he had to deliver on this promise: whey, the latest newcomer to a list of over 40 farm products, is now under price support.

Meanwhile Benson's new farm bill, which would gradually lead us out of this nonsensical treadmill of artificial prices and mounting surpluses, is stalled in committee.

Every day, in its story on the McCarthy-Army hearings, the *New York Times* prints a little box reminding us of the issues: did McCarthy *et al.* exert undue pressure for Schine? Or did Stevens *et al.* use Schine as a "hostage" to stop the investigation? It's a useful device—except that those questions are not the real point of the hearings. The real point is whether McCarthy can be permanently checked by this public time exposure of his personality and methods. The reminder we need is why he ought to be curbed.

There was a time when Communist infiltration needed its Paul Revere. It will always need general vigilance, and many special watchdogs, but not the McCarthy kind of watchdog who barks all night at friend, foe and the moon. Since we are doomed to live in an age of conspiracy, we need above all to be discriminating about conspirators, or the assumption of mutual good faith which holds our society together will be damaged beyond repair.

The danger of McCarthy is his eagerness to monopolize the definition of loyalty. In a key case, that of James Wechsler of the *New York Post*, he professed to believe (despite ample evidence clear to all experts in the field) that this ex-Communist's anti-Communism is phony, because Wechsler is also anti-McCarthy. To identify anti-Communism with pro-McCarthyism is a mad technique, but the senator seems willing to use it against any political enemy, even the whole Democratic party ("twenty years of treason") and now the White House ("twenty or twenty-one"). Last week he even tried to write his "loyal American underground" of informers into the U.S. Constitution, earning a rebuke from the Attorney General as one who would "set himself above the laws of our land."

Of course any "pattern of behavior" that "objectively" serves Communism—such as U.S. China policy from 1945 to 1949—can be interpreted as a pattern of conspiracy. But by interpreting all such patterns as conspiracy, McCarthy spreads a fog over the very areas where clarity and discrimination are most needed. To illustrate the madness of the technique, take this case against McCarthy:

► He has set Catholic against Catholic, and Protestant against Protestant, while at the same time making Catholics and Protestants more suspicious of each other.

► He has hypnotized our intellectuals and practically taken them out of the struggle against Communism for men's minds.

► He has demoralized and intimidated the U.S. Foreign Service and other vital areas of the government service.

► He has deepened the split in the Republican party and sidetracked the President's program, thus hindering the cause of free

enterprise and the hope of a strong non-appealing foreign policy.

► He has weakened the Free World's anti-Communist front by creating allied doubts of America's reliability and common sense.

If the Russians owned McCarthy, could they have required of their agent a prouder list of accomplishments in four short years?

All of which does not prove McCarthy a Communist. But it is certainly evidence that he has done more harm than good and reason enough to curb him. Are the hearings, then, contributing to that result?

Well, they have made the senator sit still while we all look closely at him. While looking, a lot of formerly undecided citizens have lost their fear and respect for him (at the price, to be sure, of some loss of respect for the U.S. Army too). The hostility of McCarthy's Democratic colleagues is now open, which it was not six months ago. Even Senator Mundt, that "tormented mushroom," has faced up to him on a few occasions. Reverence has ebbed for his supposed magic at the polls. Len Hall has crossed him off his asset list. As for the White House, its breach with McCarthy is at last complete.

More important, certain senators, thanks to this brawl, have become aroused about that long-neglected abstraction, the dignity of the U.S. Senate. A senator who, before a national audience, will defend the theft of secret FBI documents, scarcely invites confidence in his own powerful committee, which can hold private one-man sessions whenever he so decrees. Whether or not the Senate can remove McCarthy from his committee, there is at least a growing movement in both parties to bind his conduct with tighter rules.

Back in 1931 Senator George Wharton Pepper (R., Pa.) declared, "We have evolved worthy standards of conduct for professional baseball players. We are hopeful of a similar evolution in the case of prizefighters. It would be lamentable if only senators were to be classed as invincibly barbarous." Surely it is time for the Senate itself, not its mavericks, to set and police its own standards. This is especially true in an age of conspiracy, when the investigatory functions of Congress have necessarily led it deep into judicial territory without any corresponding development of genuinely judicial procedures.

One way the Senate (or the House) might learn to police itself (suggested by a *New York Republican*, Housing Commissioner Stichman) is to set up a small and senior committee of review, with authority to administer uniform rules for all investigations, to hear appeals from aggrieved witnesses, and to recommend the citation of errant senators for contempt. Such a committee—or, as Senator Kefauver would prefer, a panel—could become the focus and arbiter of the Senate's dignity, limits, rights and privileges, as against the White House or even the courts. Until a better idea comes along, we urge the senators to give this one some thought. The "greatest deliberative body in the world" has some lost dignity to make up.



Fine and firm and soft like Kleenex tissues

Get Delsey in white or in your favorite bath towel colors



Tears clean at a touch! No shredding, no waste with Delsey—the new, finer toilet tissue. It's made to tear evenly, last longer. And with Delsey* you get Kleenex* softness and absorbent double-ply strength. Be thrifty, buy quality, buy Delsey.

Ask for Delsey where you buy Kleenex

*T. M. REG. U. S. PAT. OFF.

THIS IS KENTUCKY

as rich in vacation promise as in Bourbon fame . . .



"KENTUCKY MOONBOW" PAINTED FOR THE EARLY TIMES COLLECTION BY AARON BOHRD

THIS IS KENTUCKY'S FAVORITE BOURBON

— Now America's
Top Selling Straight Whisky

EARLY TIMES

every ounce a man's whisky



GOING PLACES? No matter where you go this summer, be sure to include Early Times in your vacation plans. It's America's top selling straight whisky, regardless of price.

You'll have
Better Times
with
Early Times

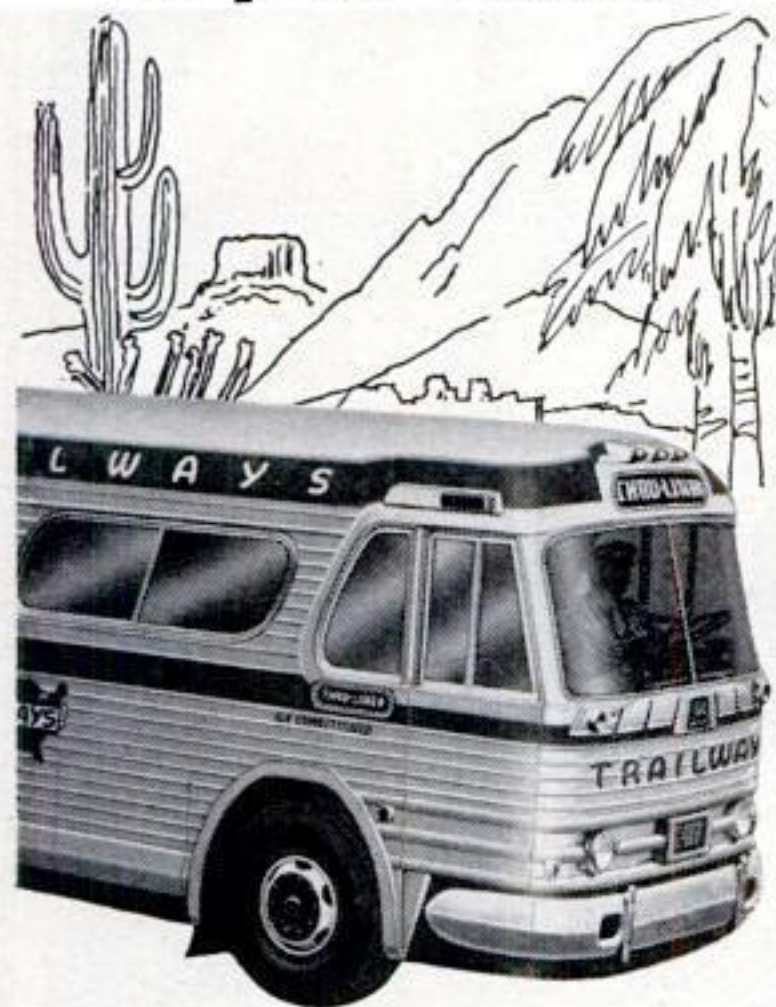


The most interesting places to visit all over America are listed in the 10 page Early Times "Going Places" Travel Guide—available in 9 editions covering the following regions: New England, Mid-Atlantic, Southeast, Lake, South Central, Plains, Southwest, Mountain and West Coast. Get your free copy from your retailer wherever legal, or send large self-addressed stamped envelope to Early Times, Box-1080, Louisville 1, Ky. Be sure to specify which editions you want.

KENTUCKY STRAIGHT BOURBON WHISKY—EARLY TIMES DISTILLERY COMPANY, LOUISVILLE 1, KY.—86 PROOF

Enjoy an

Airride
on your vacation



Ride

TRAILWAYS
newest, smoothest
THRU-LINERS

Ride on air... the low-cost way... at scenery level... aboard Trailways new Airride Thru-Liners. Travel high, wide and handsomely on the bus that floats on pillows of air... giving you the safest... surest... smoothest ride you've ever had! Wide, glare proof and heat resisting windows... the biggest yet, bring the nation's most colorful scenery into sharp focus right at your elbow!

Ask your friendly Trailways Agent about the convenience and economy of charter service... and the thrifty package express service.

TRAILWAYS



TRAILWAYS,
Dept. L-64, 1012 14th St., N. W., Washington 5, D. C.
I am interested in a
☐ Trip ☐ Expense Paid Tour
(check one)

FROM _____
TO _____
LEAVING DATE _____
NAME _____
STREET ADDRESS _____
CITY _____ STATE _____



HAND OVER CHAIRMAN, Counsel Jenkins leans across Senator Mundt to confer with Democratic members on subpoena question (bottom picture).

HASSLE AFTER HASSLE

The McCarthy hearings roam all over the lot

The Army-McCarthy hearings last week consisted largely of arguments which changed daily but seemed at times to be aimed at avoiding the basic issues. Monday McCarthy tried unsuccessfully to argue Secretary Stevens out of his position that he alone, not somebody higher in the Administration, was responsible for the Army charges. Tuesday the hassle was over using black on an Army chart to show Pvt. David Schine's absences at Fort Dix. Wednesday Republicans passed a motion to dismiss charges against McCarthy's Staff Director Francis Carr and Assistant Secretary of Defense H. Struve Hensel—the Army called it a "stab in the heart." Thursday Roy Cohn fought with Senator McClellan over not showing committee files to Democratic members. Friday the committee found itself subpoenaing its own files on work, if any, done by Schine. That day McCarthy urged government workers to violate a presidential directive and send him classified information. Then the White House got into the hassle by replying that Executive responsibility "cannot be usurped by any individual who may seek to set himself above the laws of our land" (see Editorial).



HAND OVER MIKE, Senator Jackson (right) muffles hectic discussion between (from left) Jenkins, Mundt, Symington and Counsel Robert Kennedy.

CONTINUED ON NEXT PAGE

AFTER SHAVING

**Dims Shine
Feels Fine
Doesn't Show**



Finishing touch for every shave! Neutral tint — won't show on your face. Helps cover nicks, blemishes. Finest Italian Talc — hammerized for ultra fine texture! Crisp scent!

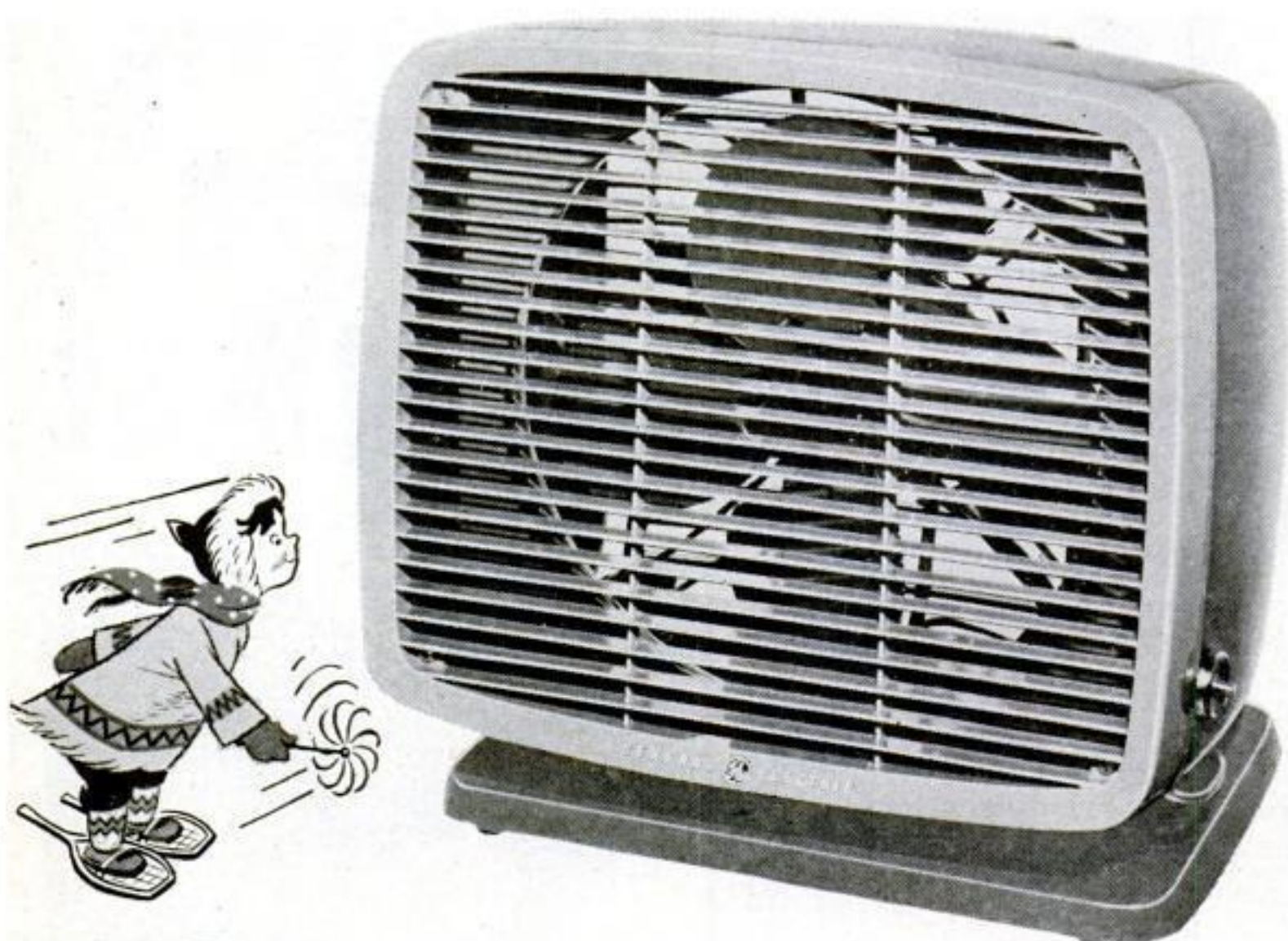
P. S. Also try new white Mennen Bath Talc for Men!

MENNEN
AFTER-SHAVE TALC
FOR MEN

Also available in Canada

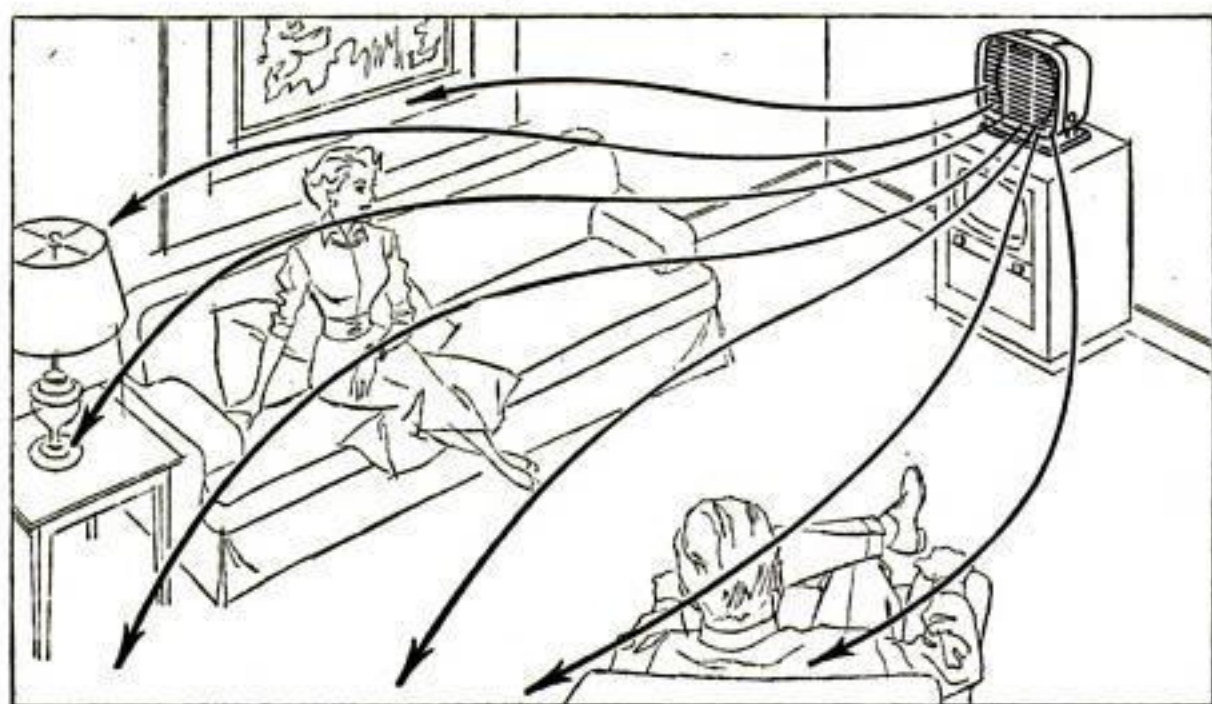


New low-cost room cooling!



ALL-PURPOSE FAN

only \$34.95*



Bigger, broader air stream of G-E All-Purpose Fan cools much more than narrow air stream of old-fashioned fans. Brisk breeze spreads out—helps cool whole room. G-E Fans as low as \$17.95.*

A great value . . . no other fan does so much for so little. It's truly the low-cost way to keep comfortable.

Safety Design!

Has safety-depth cabinet and special grill-guard. G.E.'s All-Purpose Fan is designed to protect children and pets.

Immediate Replacement Warranty!

Because G-E Fans are so dependable—G.E. actually dares give this full-year

warranty. Show your dealer any defect and he'll give you a new fan—on the spot!

For Home or Office!

Frost-gray finish blends right in—with office furniture, or at home. Fan tilts 90° up or down. Two-speed switch for choice of gentle or robust breeze. General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.

*Manufacturer's recommended retail or Fair Trade price.

G-E ALL-PURPOSE FAN HAS MANY USES!



Window fan!



Floor fan!

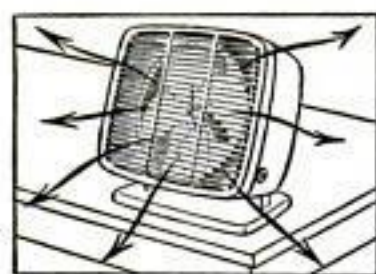
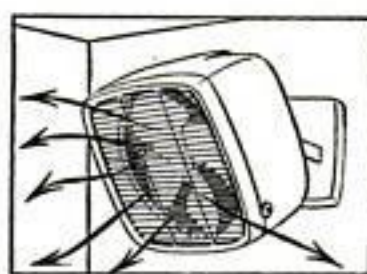


Table fan!

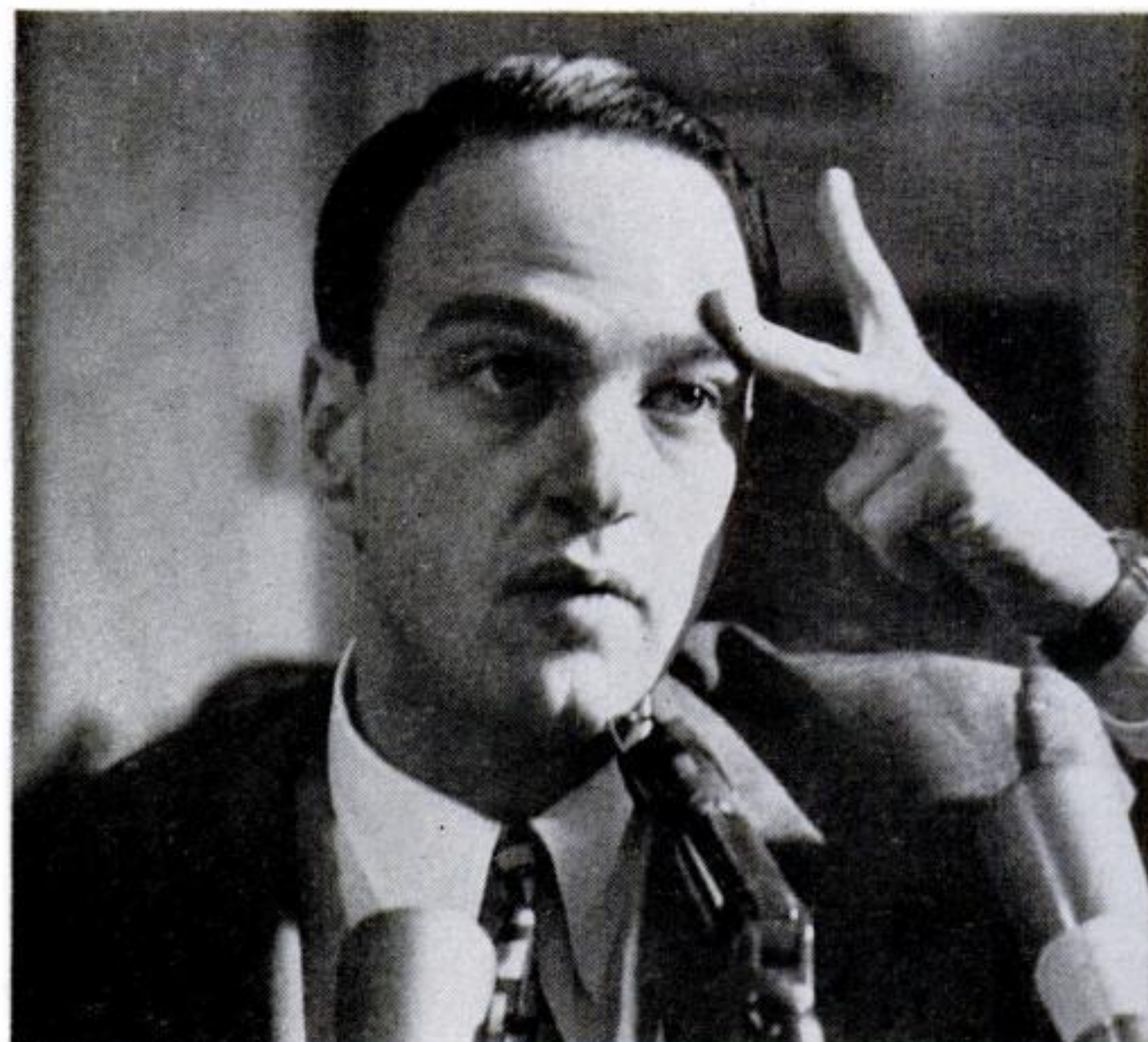


Wall fan!

More people use G-E Fans than any other brand.

GENERAL  **ELECTRIC**

Hassle After Hassle CONTINUED



WAVING FINGERS, Roy Cohn made a generally poised witness. In quick glances across committee table he received nods of approval from McCarthy.



CLOSE CONFERENCE with aide is held by Symington (left), who called dismissal of Carr charges "slick whitewash." Later Carr said he would testify.



PLEASED WITH HIMSELF, McCarthy said "if anyone wants to indict me" for getting information from government employees "they can go ahead."

NO CIGARETTE EVER WENT SO FAR SO FAST !

Thousands of Big-City Dealers Report— **L&M LARGEST SELLING FILTER CIGARETTE!**

Since L&M Filters were put on sale across the country they have gained a nation-wide demand never before equalled by any other cigarette in so short a time.

Already, thousands of big-city dealers report—L&M their largest selling filter cigarette!

Why have L&M Filters rolled up sales records like this? Because for the first time filter tip smokers are getting what they want . . . much more flavor and aroma with much less nicotine.



"L&M Filters came as a wonderful surprise. I had no idea a filter cigarette could taste so good . . . and filter so thoroughly. As far as I'm concerned, this is it!"

Patricia Morison



THE
DISTINCTIVE
L&M
MONOGRAM CIGARETTE
*Light and
Mild*

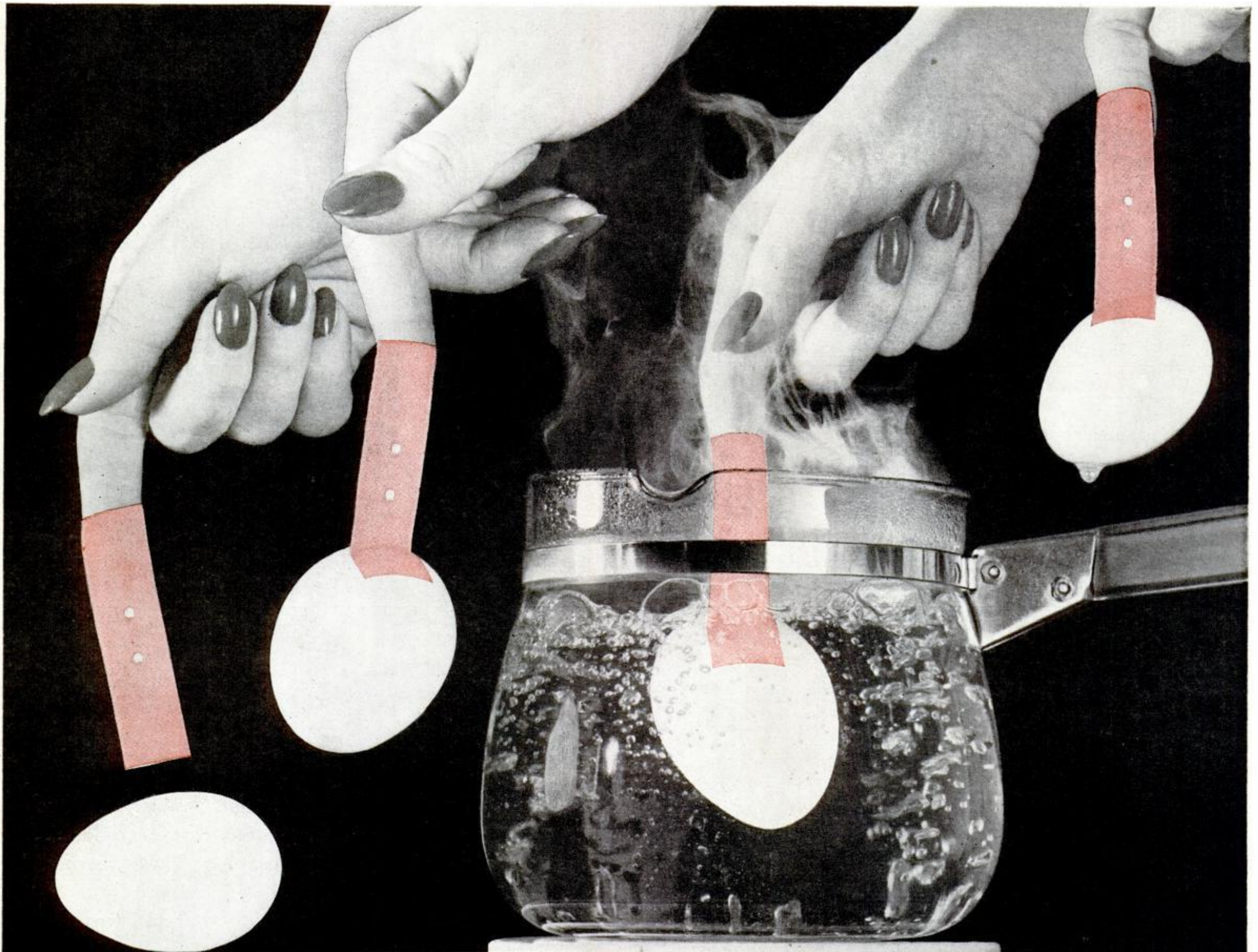
FROM L&M TO YOU **JUST WHAT THE DOCTOR ORDERED**

- 1. THE MIRACLE TIP.** . . . L&M's exclusive filter tip contains Alpha Cellulose . . . for most effective filtration. Selects and removes the heavy particles, leaving you a Light and Mild smoke.
- 2. PUREST AND BEST** filter made. Exclusive with L&M. Result of 3 years of scientific research . . . 3 years rejecting other filters. This is it!
- 3. MUCH MORE FLAVOR . . . MUCH LESS NICOTINE.** L&M Filters are the first filter cigarette to taste the way a cigarette should. The premium quality tobaccos . . . and the miracle filter work together to give you *plenty* of good taste.

Copyright 1954, LIGGETT & MYERS TOBACCO CO.

L&M — AMERICA'S HIGHEST QUALITY FILTER TIP CIGARETTE

Never before a bandage that sticks like this!



Merely touch a BAND-AID Plastic Strip to a dry egg (at room temperature). Without pressure, it sticks so firmly you can lift the egg.

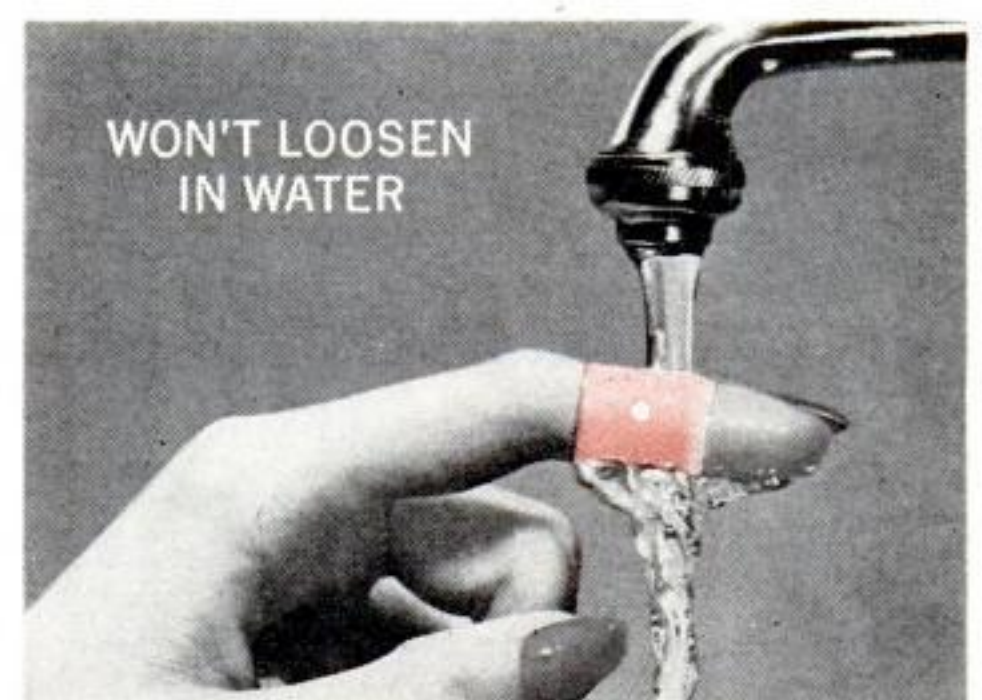
It stays on even when you plunge the egg into boiling water—holds so securely you can lift the egg out again.



...with **Super-Stick**

PATENTS PENDING

No other bandage
stays on so well—
or stays so neat.



LIFE ON THE NEWSFRONTS OF THE WORLD

**A spendthrift Pharaoh's funeral ship is found,
Ike bawls at ump, Liberace pulls a Paderewski**

To build the great pyramid of Giza, to laden its secret rooms and passageways with treasures, the Pharaoh Cheops almost destroyed the economy of Egypt some 5,000 years ago. For years 100,000 people toiled, and Herodotus reported the annual bill for radishes, onions and garlic for the laborers at \$1 million. Most of Cheops' treasures were long ago stolen by vandals. But last week an Egyptologist named Kamal el-Malakh uncovered an unknown passageway near the pyramid which held a fabulous and untouched find. In the passage was a 165-foot ship whose hull was made of desert rock and whose decks were sycamore and cedar. The craft, said el-Malakh, was probably one of a pair of "ships of the night," religious vessels whose images would carry the soul of the pharaoh in the caravan of immortals.

The many-decked ship is likely laden with objects and treasures of Cheops' time, few of which have ever been recovered. In his first brief glimpse of it el-Malakh noticed coils of linen rope on the top deck. Even before that he was struck by the odors from the passage. "It was vapors, perfumes of the wood, sacred wood of the ancient religion. A smell of incense mingled with the scent of the wood. It was faint and mystic, like the odor of a cathedral."

President's protest gets nowhere

Out to watch the Senators take on the Yankees at Griffith Stadium, President Eisenhower presented American League batting champion Mickey Vernon with a silver bat, then went to work rooting for the home team. In the fifth inning, when a Yankee tagged a Washington player out on an extremely close play, the President rose to his feet in spontaneous disagreement, shouted "No!" as he saw the umpire's thumb go up. But despite the Chief Executive's order, the decision stood.



PRESIDENT SAYS 'NO' TO UMP

In London the crossword editor of Country Life glanced at the winning entry in a puzzle contest, was astonished when he noticed the signature: H. R. H. Princess Margaret. Calling Buckingham Palace in disbelief, he was quickly set straight by a palace spokesman. "All the royal family," said the spokesman, "are very keen on crossword puzzles." Country Life thereupon awarded the queen's sister her prize: \$8.82 worth of books.

A defender of freedom visits the U.S.



BEMEDALED EMPEROR AT CAPITOL

Ethiopian Emperor Haile Selassie arrived in the U.S. at the invitation of President Eisenhower, extending an invitation issued in 1944 by President Roosevelt. The President greeted him warmly: "The American people are honored . . . salute a defender of freedom and a supporter of progress." At a luncheon the next day, the emperor told of his futile fight to get the League of Nations to resist Mussolini's invasion of his country but felt his stand against aggression had been gloriously vindicated by the United Nations.

CONTINUED ON NEXT PAGE

*I dreamed
I was a private eye in my
maidenform bra®*

I'm reading past the headlines—searching for clues about
this most-wanted figure! "Arresting to look at . . .
last seen in America's most famous bra, and no supporting evidence!"

Why, it's me in my new Maidenform
strapless—the thriller with a secret
no one would suspect!



Shown:
Etude® Minor Strapless
with
concealed bust pads . . .
the foam rubber
build-up you'd never
detect . . . 4.00
Also available
without bust pads as
Etude Strapless . . .
3.50

REG. U.S. PAT. OFF. © 1954 MAIDEN FORM BRASSIERE CO., INC.



"...but pigeon, you don't get that uncomfortable full feeling with Bireley's because it's non-carbonated."

Yes, Bireley's Orange Drink is right for any size thirst. Because Bireley's is non-carbonated.

You and the children can drink all you want and never get that uncomfortable full feeling. And non-carbonated Bireley's tastes better. The clean, bright fruit flavor is unspoiled by gas or artificial preservatives. Pure, pasteurized Bireley's in orange and assorted fruit flavors. Pure fun. Have some!

BIRELEY'S ORANGE DRINK

IT'S NON-CARBONATED: PURE FUN FOR EVERYONE!

© Bireley's Division, General Foods Corp.

From **\$33.95** ... and

guaranteed by Hamilton

Save your shopping steps. See lovely Illinois watches at your Hamilton jeweler's. Nowhere else will you find such beautiful watches so modestly priced! Illinois watches include shock-resistant, water-resistant* models ... even self-winding models. Dollar for dollar, Illinois watches are the most accurate and dependable you can buy.

ILLINOIS Watches
by Hamilton

DEBONAIR "E," \$39.95 LADY GAY "D," \$39.95 Prices include Federal tax.



FREE: Color folder of 1954 watch styles. Send name and address to Dept. L-11, Hamilton Watch Company, Lancaster, Pa.
*Provided original seal is restored if opened for servicing.

©HWC.



ENTER LIBERACE, IN WHITE TAILS, GREETED BY LOVING FANS

Striding into Madison Square Garden in New York, Wladziu Valentino Liberace, who can rattle off Chopin's Minute Waltz in well under 60 seconds, sat down to repeat Paderewski's sellout performance of 22 years ago. The audience, primarily middle-aged bobby-soxers, stood on their seats popping flash pictures. Others sat contentedly knitting. Liberace said languidly, "... What would make it even more fabulous ... if I could see you all a little better." Almost as if by magic the lights went on and women stood, waving hats. As the lights died away again, leaving Liberace alone with his candelabrum, he began to play Claire de Lune, Cement Mixer, Put-ti, Put-ti. In conclusion Liberace said, "I shall ... play in Yankee Stadium next year."

Guatemala takes in arms, kicks out a Communist

Countering the shipment of arms from Communist Poland to Communist-tinged Guatemala, the U.S. sent in an airlift shipment of Army equipment to nearby Nicaragua. At week's end, as pressure against Guatemala also built up in Latin American countries, José Manuel Fortuny, head of Guatemala's Communist party and adviser to President Jacobo Arbenz Guzman, was relieved of his party post. The official reason was illness, but the move might indicate Guatemala was thinking of taking a more conciliatory line toward her neighbors.

Leading a New Zealand expedition on ice-bound Mt. Baruntse in the Himalayas, Sir Edmund Hillary, the conqueror of Everest, broke a rib, came down with pneumonia. An American expedition nearby rushed penicillin and oxygen to him as Hillary was brought quickly down from the heights.

Last testimony of a willing witness

On his 57th birthday Horace V. Thompson, a real estate broker and respected citizen of Sunland, Calif., appeared voluntarily at a hearing investigating local crime conditions. Smiling (below, left), the ex-councilman began his testimony. Then, suddenly, he slumped, and moments later was dead of a heart attack (below, right).



HORACE V. THOMPSON SMILES AND THEN FALLS DEAD

Tip from brides of '53 to the class of '54
*"Hint loud as you can for these
 work-saving sheets"*



BRIDES: here's how to tell friends you want Pacific Contours



With this famous Pacific Corner, you'll make beds 3-times faster. Even the greenest homemaker can change beds in nothing flat. You just slip on Pacific's ready-boxed corners . . . no centering the sheet, no hand-folding the

corners. And to make your job of sheet changing even easier, all Pacific Contours have "plain view" tabs for quick identification in your linen closet. And these famous boxed-corner sheets fold, stack—so neatly!

File this "Gift Tip" with your store's bridal consultant...get the sizes and colors you want

MY SHEET CHOICE IS
 PACIFIC CONTOURS

My mattress size is:	My color choice is:
<input type="checkbox"/> Standard twin	<input type="checkbox"/> White
<input type="checkbox"/> Standard double	<input type="checkbox"/> Blue
<input type="checkbox"/> Foam rubber twin	<input type="checkbox"/> Rose-pink
<input type="checkbox"/> Foam rubber double	<input type="checkbox"/> Mint-green
<input type="checkbox"/> Three-quarter bed size	<input type="checkbox"/> Lilac
	<input type="checkbox"/> Maize

Name _____

Address _____

Married Name _____

Address after marriage _____

Mail or take in this coupon to the Bridal Registry of your favorite store. The Consultant will guide friends to the Pacific Contours of your choice.



No wrinkles! No pull-outs! No retucking! Even the stormiest sleeper can't rumple this Pacific Contour Bottom Sheet. Four box corners hold it firmly in place, wrinkle-free. All week long, it's a "self-made" wonder!



Just pull up Top Sheet . . . bed is tidy . . . neater than Mother ever made with flat sheets! Held by box corners at the foot, the Contour Top* sheet gives a completely stay-tucked bed. Tidying is done in 1/2 the time!



More comfort for hubby . . . with Pacific's "Kick Fold" that gives six inches of extra stretch-room. What luxury . . . yet Pacific Contours cost no more than flat sheets. Combed Percale, Extra-Strength Muslin. Sanforized®.

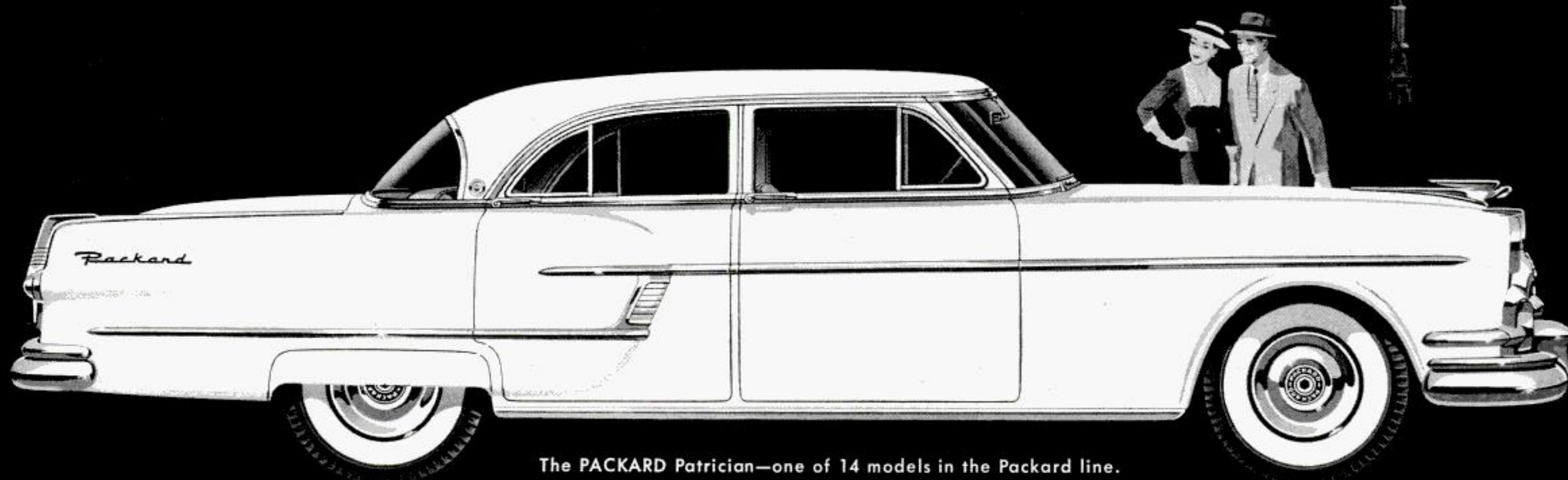
"Contour" is the registered trademark for Pacific's fitted sheets. *Pat. pend.

EVERYBODY'S CHANGING TO **PACIFIC Contour® SHEETS**

WRITE FOR BOOKLET. PACIFIC MILLS, DEPT. 6L, 1407 BROADWAY, NEW YORK 18. PACIFIC CONTOUR SHEETS • PACIFIC CONTOUR CRIB SHEETS • PILLOWCASES • SUPERSORB® TOWELS • PACIFIC SILVER CLOTH

FOR THOSE WHO WANT THE FINEST

THAT
Packard
LOOK
is a Quality Look



The PACKARD Patrician—one of 14 models in the Packard line.

THAT PACKARD LOOK" is a look of quality worn proudly and well by every Packard-built automobile. It is particularly evident in the aristocratic new Packard Patrician for 1954.

The trend-setting styling of this magnificent car is the functional expression of the sound designing and superb engineering that combine to provide the utmost in comfort, luxury and owner satisfaction.

This beautiful Packard Patrician is all Packard. The great new 212-h.p. Packard Thunderbolt Engine . . . Packard's celebrated

Ultramatic Drive, freely acknowledged the finest in the industry . . . Packard Power Brakes . . . Packard Power Steering . . . and countless other quality features were developed by Packard's own engineers for use exclusively in Packard-built cars.

Beauty is truly quality deep in the Packard Patrician, for Packard's craftsmanship goes into even the smallest details to make this America's most carefully built car. Crankshafts are buffed in powdered walnut shells, because Packard has found that no other substance can give them such a perfect finish. Even the piston rings are chrome-plated for finest performance.

The Packard Patrician is built for men and women who want to enjoy matchless performance in a distinctive automobile styled in restrained good taste. For you who can afford *any* car, the Packard Patrician offers a new measure of motoring satisfaction.

For those desiring Packard-built quality at a popular, medium price, Packard offers a complete line of brilliant, new Packard CLIPPERS. In their price range of \$2500 and upwards, we believe Packard CLIPPERS represent the finest quality and greatest value on the market today!

See "THE PACKARD PROGRAM," starring Martha Wright, on ABC Television • Sunday 9:15 P.M., New York time. • See newspapers for your local time and station.

PACKARD BUILDS QUALITY ONLY



THE QUEEN, FOLLOWED BY YOUNG PRINCE CHARLES, STEPS ASHORE AT WESTMINSTER PIER AND IS WELCOMED BY HER UNCLE, THE DUKE OF GLOUCESTER

A RED CARPET FOR THE QUEEN

Homecoming rivals coronation

Climbing out of the royal barge, Elizabeth II stepped onto a great scarlet carpet and into a bedlam of booming cannons, tolling bells, salutes and tugboat whistles tooting out the rhythm of *God Save the Queen*. Jets whooshed overhead and two million devoted subjects on the banks of the Thames cheered a welcome to their queen, back from a 44,210-mile royal tour of what is still the world's most far-flung realm. "The scene on the river," commented London's *Sunday Times*, "might have been the Henley Regatta expanded for CinemaScope." It was, in the eyes of all, an occasion which rivaled Elizabeth's coronation.

Safely ashore, the queen left Prince Charles and Princess Anne on the dock and got down to the familiar business of reviewing her honor guard of red-coated grenadiers (right). Then she hustled the children into an open state coach. A single trumpet sounded the royal salute and to the jingle of harness and the snorting of six impatient gray horses, Her Majesty was driven home to Buckingham Palace.



DWARFED BY HER BEARSKINNED HONOR GUARD, QUEEN ELIZABETH REVIEWS RANKS AT DOCKSIDE

Make your Dad
Very
Important
Pop
 of the year!

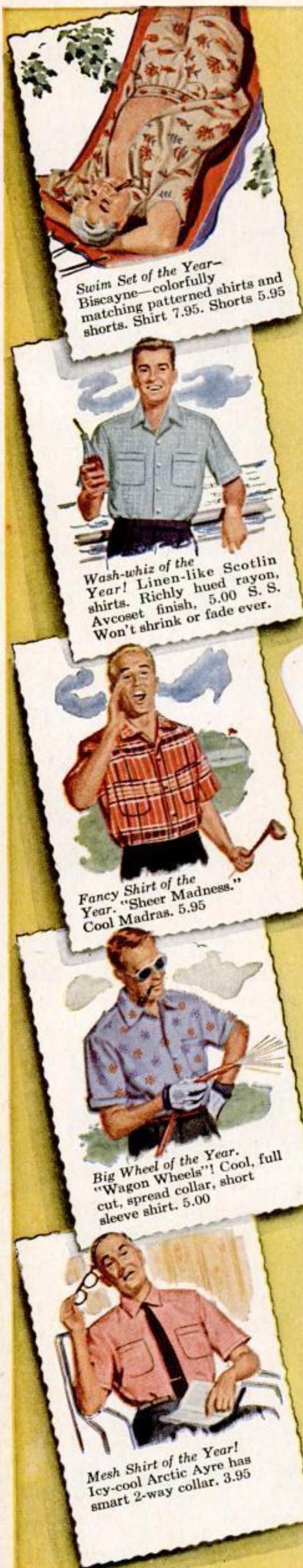


Give Dad a gift
 by McGregor...
 with a card you sign
 in gold naming Pop
 V.I.P. of the year!

Sure—Dad's important the year 'round! But you can tell him how very important he is on Father's Day in a way he'll treasure all his life... on a card you sign in gold. Enclose it with the Gift of the Year: The McGregor Flamingo Holiday Set. Of washable cotton Madras, the shirt has new freedom sleeve. Linen-like Scotlin slacks are of rayon and nylon. Set with belt—15.95

The Shirt, 5.95
 The Slacks, 10.95

Good News for Mom! All McGregor V.I.P. Shirts are washable. And McGregor Flamingo outfits just like Dad's are boy-sized, boy-priced, too!



McGREGOR*
Sportswear

MADE
 IN
 U.S.A.

DAVID D. DONIGER & CO., INC., 303 FIFTH AVENUE, NEW YORK 16, N. Y. ®TRADE MARK



ROYAL HANDSHAKES are offered by Queen Mother to Sir Thomas White and by Prince Charles to Prime Minister. Princess Anne forewent ceremony.



ROYAL IMPATIENCE is shown by Charles and Anne, left with the Queen Mother and Duchesses of Gloucester and Kent (right), as queen reviews guard.

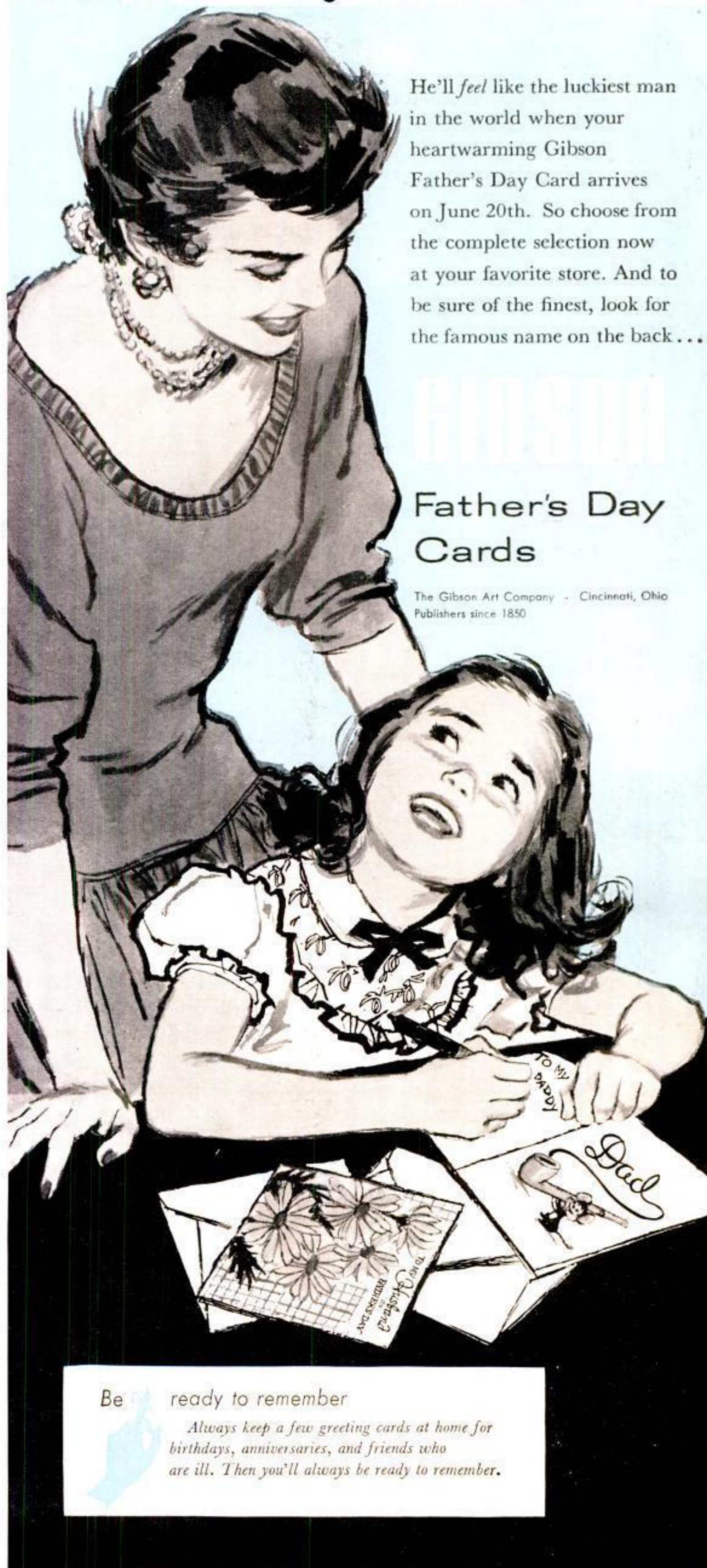
CONTINUED ON NEXT PAGE

Lucky Dad!

He'll *feel* like the luckiest man in the world when your heartwarming Gibson Father's Day Card arrives on June 20th. So choose from the complete selection now at your favorite store. And to be sure of the finest, look for the famous name on the back...


Father's Day Cards

The Gibson Art Company - Cincinnati, Ohio
Publishers since 1850



Be ready to remember

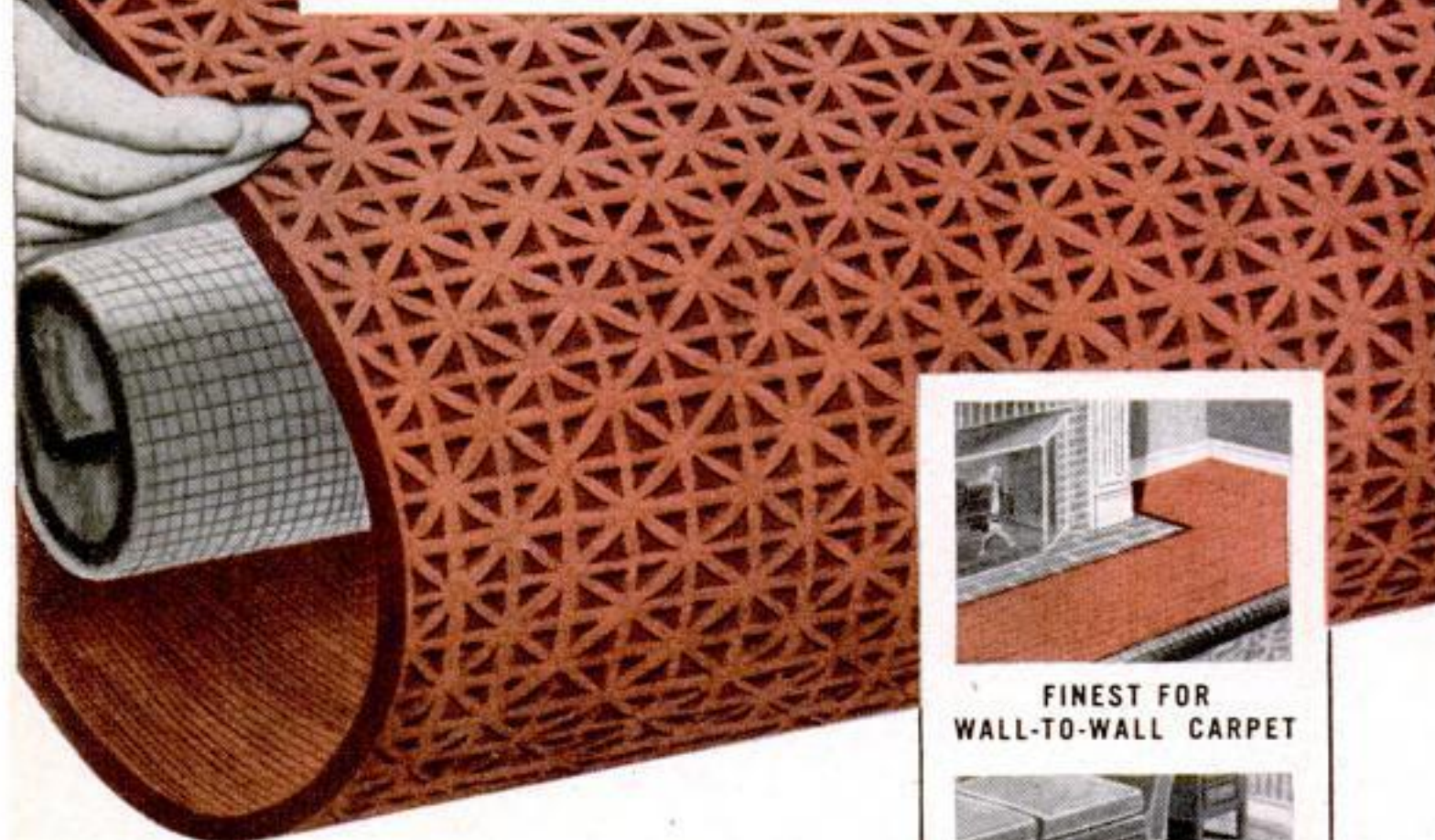
Always keep a few greeting cards at home for birthdays, anniversaries, and friends who are ill. Then you'll always be ready to remember.



**Be good to
your carpets
and rugs**

Says **DON McNEILL**
ABC Breakfast Club Radio and TV Star

USE
RUBBER-TOP
BY *Allen*
America's Finest
Rug Cushion



More for Your Money

RUBBER-TOP redoubles the life of your carpets and rugs . . . affords the maximum in walking comfort . . . "A TREAT FOR WEARY FEET."

RUBBER-TOP (44 oz. Terra Cotta Red) has a patented, rubberized waffled top, ribbed rubberized back and shock absorber center. Chosen by experts for under rugs and carpets in hotels and busy buildings. You, too, can enjoy this same economical rug cushion in your home. Insist on RUBBER-TOP by ALLEN wherever you buy your floor coverings.



Allen—a leading manufacturer of automotive trim—also specially designed automotive upholstery and insulating padding.



**FINEST FOR
WALL-TO-WALL CARPET**



**FINEST FOR
ROOM SIZE RUGS**



**FINEST FOR COTTON
RUGS AND CARPETS**



**FINEST FOR
STAIR CARPETS**



HOMECOMING PROCESSION with queen and family in coach (left) passes through Trafalgar Square en route from dock to Buckingham Palace.



NIGHT CELEBRATION, a huge public dance, was held outside Festival Hall in honor of the queen's return. But turnout made dancing impossible.

ALLEN INDUSTRIES, INC., Carpet Cushion Division, Detroit 7, Mich.



"FIRST WEEKEND AT THE COTTAGE," by John Falter. Number 95 in the series, "Home Life in America"

In this friendly, freedom-loving land of ours... *Beer Belongs—Enjoy It!*

BEER AND ALE—AMERICA'S BEVERAGES OF MODERATION
Sponsored by the United States Brewers Foundation . . . Chartered 1862



Get up and Go!



with Texaco **FIRE CHIEF** gasoline...

100% CLIMATE-CONTROLLED

A tankful of Fire Chief gives you an engine full of get-up-and-go! Fire Chief always snaps up your starts . . . smooths out your getaways . . . livens up your hillclimbing. For Fire Chief is 100% *Climate-Controlled* — especially blended for each one of the 25 weather areas of the U.S.A., as established by Texaco engineers. What's more, it's economical . . . sells at *regular* gasoline prices. Treat your engine to a tankful — soon — at your Texaco Dealer, *the best friend your car has ever had.*

TEXACO DEALERS in all 48 states

Texaco Products are also distributed in Canada and Latin America



THE
TEXAS
COMPANY



THE ROBERT YOUNGS HAVE DINNER IN SCREENED HOUSE WHICH THEY HAVE JUST PUT UP ON A BUCKS COUNTY, PA. LAWN. SCREEN SIDE DOUBLES AS A DOOR

In Place of a Porch

HANDY SCREENED SHELTER SETS UP ANYWHERE

Deprived of the old-fashioned screened porch in his modern home, the American householder is now being provided with a portable substitute. This is a room-size screened-in shelter that comes in sections and can be easily assembled almost anywhere. Requiring no permanent foundation, it can be set up in the yard to serve as an extra room for the house, a place for outdoor dining free from mosquitoes and bugs, a safe playpen for children, or even, with blinds, a place for outdoor sleeping. At the shore it can be turned into a beach house.

The shelter, which sells for \$249 f.o.b. Chicago, is packaged in a 115-pound kit that includes aluminum screens and supports, stainless steel fastenings and a waterproof canopy. A light and blinds are available as extras. Put together in an hour with just a hammer and screw driver, the parts form an airy octagonal room 9½ feet across and 8 feet high in the center. The makers, Hill Tool and Engineering Company of Oak Park, Ill., regard the little house as a successor to the old-style porch and veranda and therefore call it the Poranda.



UNPACKING PORCH from kit in background, the Youngs spread out screens that form its sides.

new

The first anti-perspirant
deodorant stick
with a skin-tonic base!



feels frosty ...
not waxy

Cool as snowflakes! Just stroke it on—odor gone, underarms *stay* dry! New Fresh Stick Deodorant is the refreshing way to complete deodorant protection. Special, effective anti-perspirant ingredient is blended with a skin-tonic base. So gentle, so pleasant to use ... it's not waxy. Safe for fabrics. Use daily.

Memo to wives ... buy one for him, too.

only 49¢ plus tax

FRESH STICK DEODORANT

keeps you Lovely to Love Always!

Fresh is a registered trademark of The Pharma-Craft Corporation

In Place of Porch CONTINUED



SETTING UP SIDES of the shelter, Young uses screw driver to fasten foot brackets that lock panels together. Spikes driven into ground hold house down.



RAISING THE ROOF, the Youngs bolt roof struts to joints at top of the panels before spreading on canopy, which is anchored to struts with straps.



BRAND NEW FATHER......if he's celebrating his first Father's Day, only a SWANK gift can mark the big day with enough importance.



SPORTING FATHER......if he loves the great outdoors, there's a perfect SWANK gift for his "fresh air" Father's Day.



BOOK-READING FATHER......even the most intellectual father wants to be remembered on his day with a gift by SWANK.



FATHER OF FIVE......there's no chance of this fellow forgetting he's a father—but make sure his Father's Day is marked by a SWANK gift.



GRANDFATHER......if he's reached this mellow stage of life he knows and appreciates SWANK jewelry and nothing else will do as a gift on Father's Day.

SWANK'S GALLERY OF GIFTS FOR AMERICAN FATHERS



Sir-Gram
Swank's newest initial idea. The Set, \$6.



Westbury, \$5.



Africana, \$7.50



Hunt Club, \$5.



Fairway, \$6.



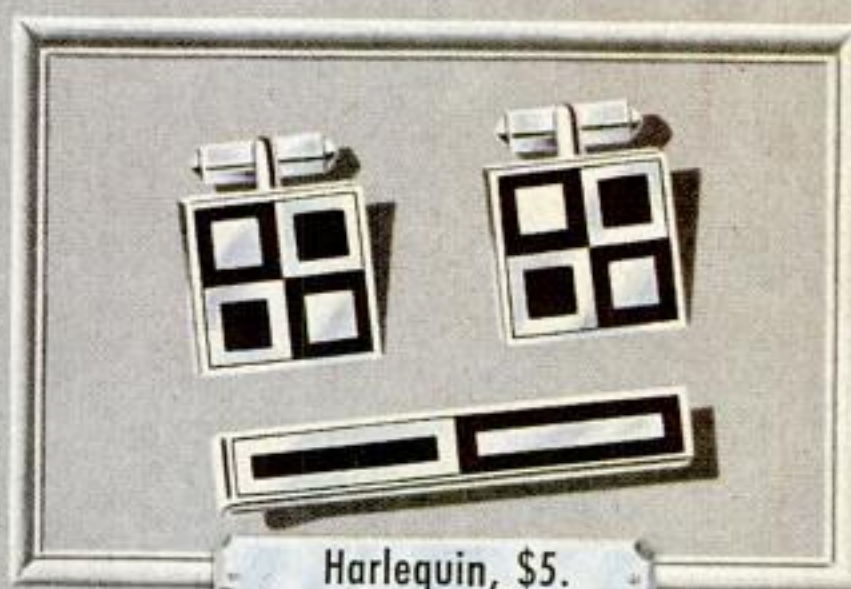
Bolero, \$5.



Pearl-Glo, \$6.



Baroque, \$3.50



Harlequin, \$5.



Attaché
A really new idea in wallets. Includes pocket secretary and pencil and removable pass case. \$5.



Genuine Alligator
Senator Wallet: Richly polished alligator, removable pass case. \$7.50

Thin Billfold: Popular new way to carry folding money, \$5.



Sir-Gram
Newest buckle idea. Fine belt complete with buckle, \$3.50

Look for the name
Swank, because Swank
makes the difference.

Men prefer
SWANK

For Father's Day, June 20th, SWANK IS THE QUALITY GIFT. PROUDLY GIVEN...PROUDLY RECEIVED

LINKS AND TIE KLIPS MAY BE PURCHASED SEPARATELY. PRICES SUBJECT TO FED. TAX. SWANK INC., ATTLEBORO, MASS.

**Year-Round Car Air Conditioning
At World's Lowest Price**

only \$395⁰⁰

(Complete System)

New Nash ALL-WEATHER EYE System keeps you blissfully cool on blazing days—warm as toast on coldest nights—brings in *fresh* air filtered of dust and pollen all year long! Completely automatic. One-knob control. Sensational low price!



Travelin's Double the Fun in a **Nash!**

ON THESE PAGES you'll see feature after feature, *exclusive* with Nash, that double your travel fun. Wouldn't you prefer the *only* truly advanced year-round air conditioning . . . sensationally low priced?

Wouldn't it be fun to drive or ride free from tension and fatigue in instantly adjustable Airliner Reclining Seats—greatest comfort feature ever invented.

Wouldn't it be fun to go 400—500 miles—or more on a tankful, depending on the Nash you choose?

Wouldn't you be prouder to drive a car styled by Pinin Farina, world's foremost custom designer? With greatest wide-angle visibility . . . sofa-wide, comfortable seats . . . roomiest front seat of *any* car.

Wouldn't you like to be free to leave the traveled highways and sleep wherever you happen to be . . . in twin beds that make up in a jiffy, right in your car?

And wouldn't it be more sensible to protect your family with double-rigid Unitized Airflyte Construction—body-and-frame welded in one super-strong unit—the safest car of all?

Wouldn't you rather put your money into the *safest* investment—the one car built with a *double* lifetime, for soundest resale value?

Right now is the time to see your Nash dealer and trade for the car that can double your travel fun—your new Nash Airflyte, value leader of the industry!



You'll never be "wheel-weary" again!
Whether you drive or ride, you can tilt Reclining Seats as you wish—to banish backache and tired muscles on long trips. Great for children's naps, too.



Entirely new! The Nash Rambler "Cross Country" (at right). A luxury 4-door sedan . . . a perfect "travel car".



Two modern Nash "travel cars"—the magnificent Nash Ambassador "Country Club" (at left), most luxurious of America's fine cars, available with "Le Mans" Dual Jetfire engine. At right, the new Nash Rambler Custom Four-Door Sedan offers you amazing new

spaciousness in Rambler size—easy to handle and park, getting up to 30 miles a gallon. Choice of three transmissions including Hydra-Matic Drive. Both offer the new Nash ALL-WEATHER EYE Air Conditioning System for hundreds of dollars less than any other system.



With one finger can spin the wheel with Nash Power Steering. Also available on Ambassador and Statesman models are Power Brakes and Power-Lift Windows.



New "All-Weather Eye" Air Conditioning System gives year-round comfort—yet uses no trunk space. Fresh, clean air is taken in above hood level—no danger of monoxide fumes.



It's the new Metropolitan. See and drive the most talked-about new motoring concept in years. Official record: 41.6 miles to the gallon in 24 hour test run. Choice of convertible or "hardtop" models.



Ask about Nash "travel bonuses" like safety-padded cowl, the Handi-Pak Carrier above windshield, sliding Glove Drawer, twin-speaker radio.



What a wonderful idea! At the touch of a lever, wide Nash seats become Twin Beds—for vacation trips or carefree outdoor weekends. No need to "follow the crowd" . . . no need to bother about reservations. Insect screens and mattresses available.

Nash

AMBASSADOR • STATESMAN • RAMBLER
METROPOLITAN

Nash Motors, Division of
AMERICAN MOTORS CORP.
DETROIT, MICH.

This is the quicker Wesson way to start good fried potatoes...

• POTATO PUFFS



• FRENCH FRIED



Ready for frying whenever you are! That's Wesson Oil—the light, delicate salad oil you *pour* for a happy head-start to tasty, tender-crisp fried potatoes, chicken, fish—all your favorites.

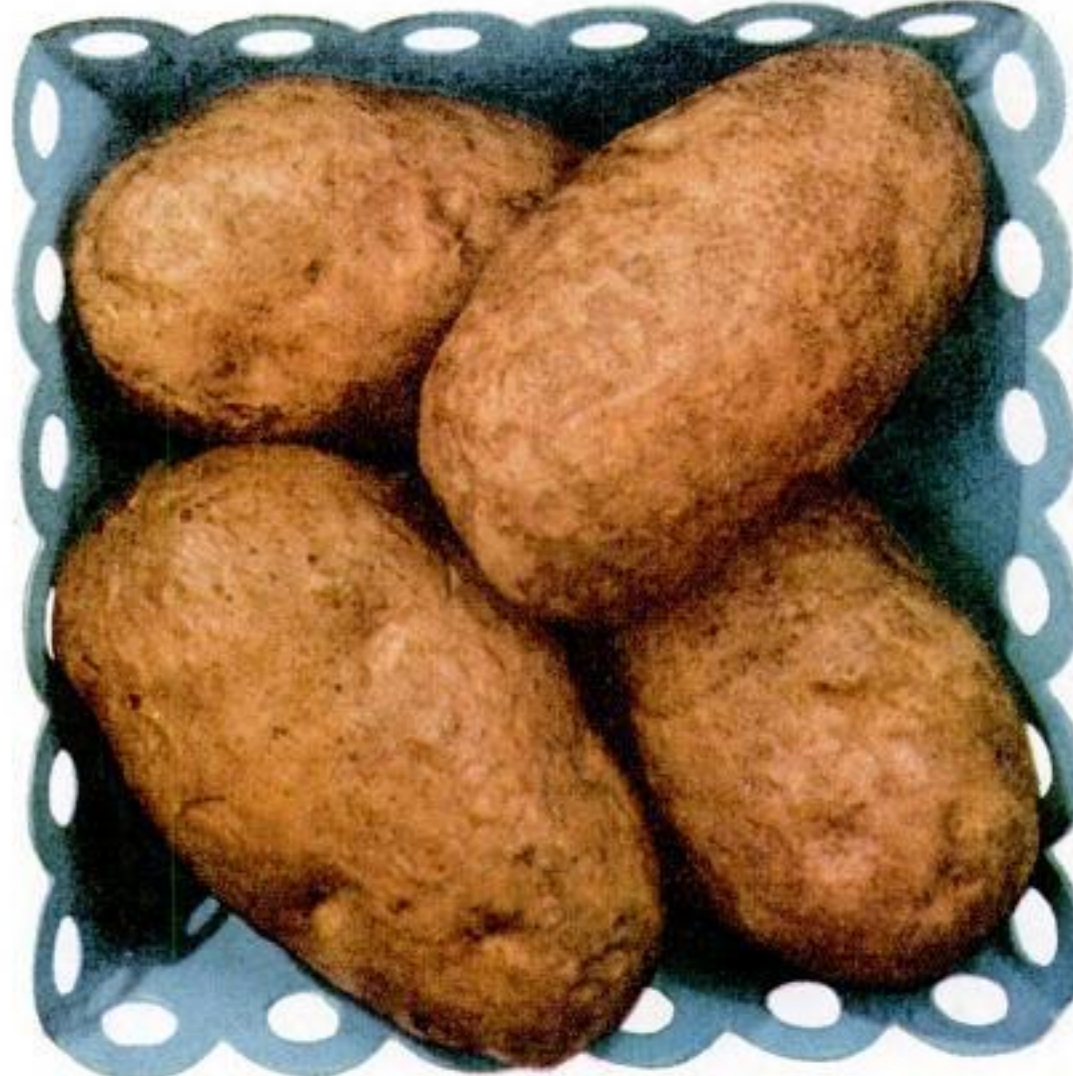
No digging out solid shortening
No waiting while it melts
No guessing how much you need

With Wesson, you can see in an instant when you've poured enough, so there's no waste, either.

• LATTICE FRENCH FRIED



• WHOLE-FRIED



For better flavor, fry the quicker Wesson way. Wesson is purest vegetable salad oil with the special mildness and delicacy you like so well. And you can heat Wesson a hundred degrees hotter than the costliest solid shortening — and still Wesson won't smoke or burn. (Important, because a burning fat is breaking down and harming your fried foods.)

For complete digestibility, fry the quicker Wesson way. Actually, Wesson Oil is *the most digestible shortening you can buy*. It's no wonder, then, that all the good foods you fry in this fine salad oil will be digestible, too—temptingly light and good for all the family.

TEMPTING FRIES— the Wesson Way

- For "French Fries"—cut potatoes into strips $\frac{3}{8}$ -inch wide and $\frac{3}{8}$ -inch thick. For Lattice French Fries, cut potatoes with waffle potato cutter. Soak in cold water one hour; drain thoroughly between paper towels. Fry until light brown in deep Wesson Oil heated to 385° F. Wesson Fries are light, digestible.
- For Potato Puffs—add one beaten egg to 2 cups cold, seasoned, mashed potatoes. Form into balls and roll in corn flakes. Fry until golden brown in deep Wesson Oil heated to 375° F. Fine way to use leftover potatoes.
- For "Whole-Fried" Potatoes (a new quick trick to try)—pierce ends of medium size, unpeeled potatoes with a fork. Drop whole into Wesson Oil heated to 350° F. Cook 20 to 30 minutes depending on size. They taste better and cook faster than baked. Mild Wesson brings out the full flavor.

America's Favorite —

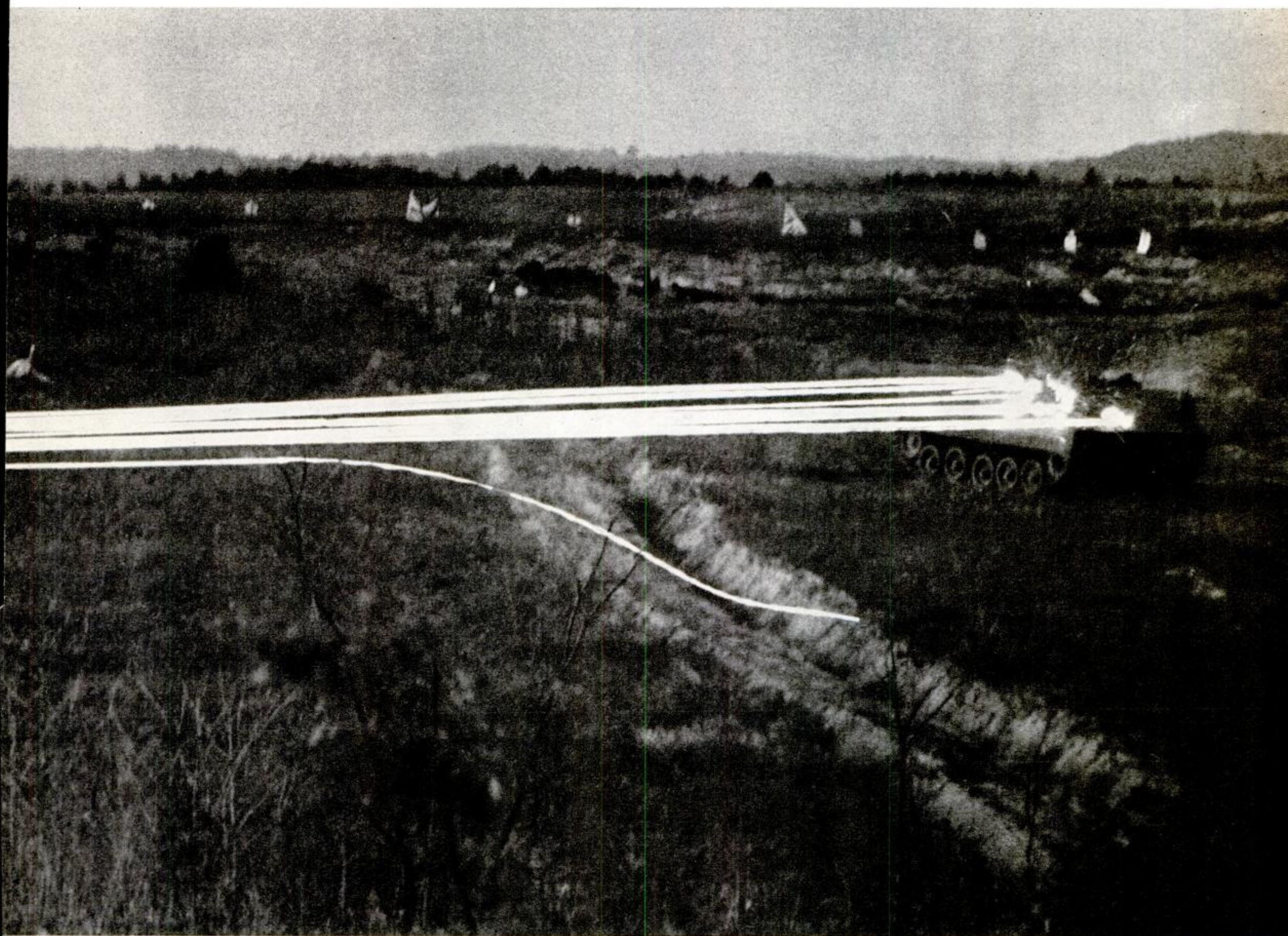
for Frying, Salads, Chiffon Cakes, Stir-N-Roll Pie Crust and Biscuits

Wesson Oil

See "HAWKINS FALLS" NBC-TV network Monday thru Friday



A BULLETPROOF 'LIFESAVER' FOR THE INFANTRY



HUNDREDS OF .30-CALIBER TRACER BULLETS ARE POURED ON M-59 PERSONNEL CARRIER AT FORT KNOX, DOING NO MORE HARM THAN KNOCKING OFF PAINT

Personnel carrier, called 'mechanized atomic foxhole,' gives foot troops new mobility and protection

The M-59 "Lifesaver," a boxlike vehicle with treads to carry it over bad terrain and armor to ward off machine-gun bullets (*above*), is the U.S. Army's latest and most promising attempt to adapt infantry to mechanized and atomic war. Carrying a squad of nine riflemen, it can keep up with tanks and take infantry across open ground which would be suicidal in foot attack. It also enables friendly artillery, firing ahead of infantry, to keep shelling until the last moments since shell fragments also bounce off the M-59. In atomic warfare, where mobility under fire is the key to ground tactics, the M-59 Lifesaver would be invaluable. It has been called a "mechanized atomic foxhole," its armor providing protection against radiation and heat flash and its 30-mph speed permitting quick dispersion.

The Army used an earlier version of the Lifesaver, the T-18, in the late stages of the Korean war. In July 1953 Chinese artillery and machine-gun fire made the approaches to a U.S. outpost on Porkchop Hill almost impassable. The T-18, in action for the first time, kept the hill supplied with fresh riflemen, and the post held. The Army has ordered over \$50 million worth of M-59s from the Food Machinery and Chemical Corporation, will use them first for armored division infantry and may eventually assign some of them to its regular infantry divisions.



TAKING ON JEEP through rear door, M-59 prepares to go into the river. To increase floating ability, much of inside of 20-ton M-59 is lightweight aluminum.

moves more air
3 times farther
3 times faster....

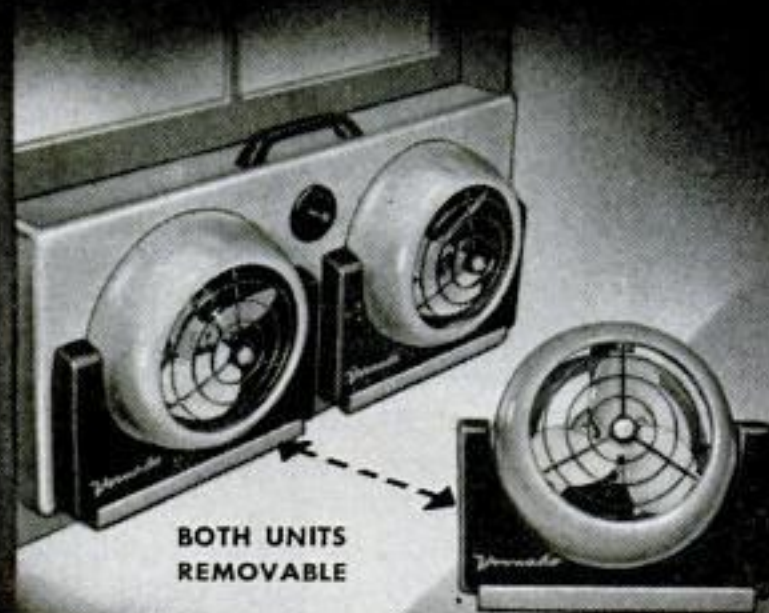


**MAKE
US
PROVE
IT!**

Vornado®

OUT PERFORMS ALL OTHERS

Vornado's patented twin cones and deep pitched propeller move ALL the air...completely throughout your room in a gentle, swirling motion...without drafts. Sit anywhere in your room and keep cool with Vornado...and remember, Vornado actually costs no more than other brands you might consider.



**NEW
Twin Convertible**

MODEL 32CT Dynamic snap-in-snap-out design combines a twin window fan and two individual air circulators, which lift out to be used singly or in pairs, wherever you may be. Snap out for personal use-snap in for room cooling.

**Turnabout
Window Fans**

Patented TURNABOUT feature pulls cool air in... pushes hot air out with powerful exclusive Vornado performance. Install it yourself in seconds. Model shown is 40W.



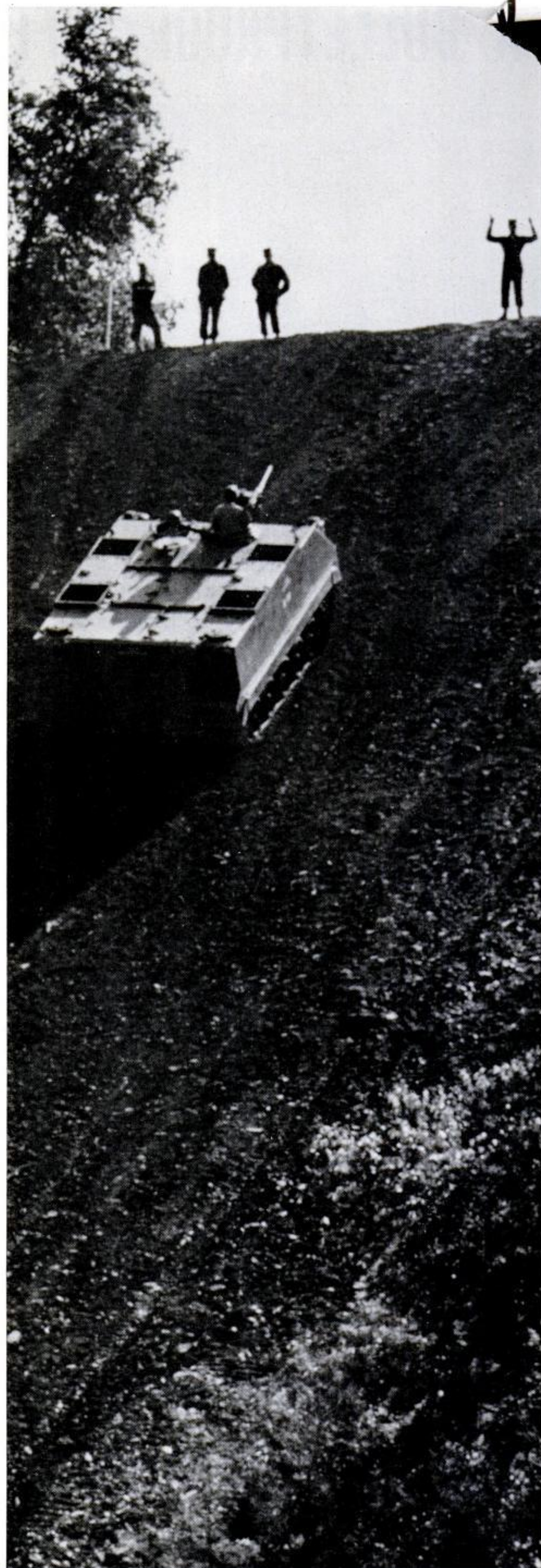
**AIR CONDITIONERS
AIR CIRCULATORS**

Vornado®

**SOLD ONLY THROUGH SELECTED RELIABLE DEALERS
A PRODUCT OF THE O. A. SUTTON CORPORATION, WICHITA, KANSAS**

Distributed in Canada by The EASY WASHING MACHINE CO., LTD., Toronto 10, Canada

'Lifesaver' CONTINUED



UP A MUDDY 60° SLOPE the Lifesaver climbs with little trouble. Its treads take it through mud and swamps which are unpassable to Army trucks.

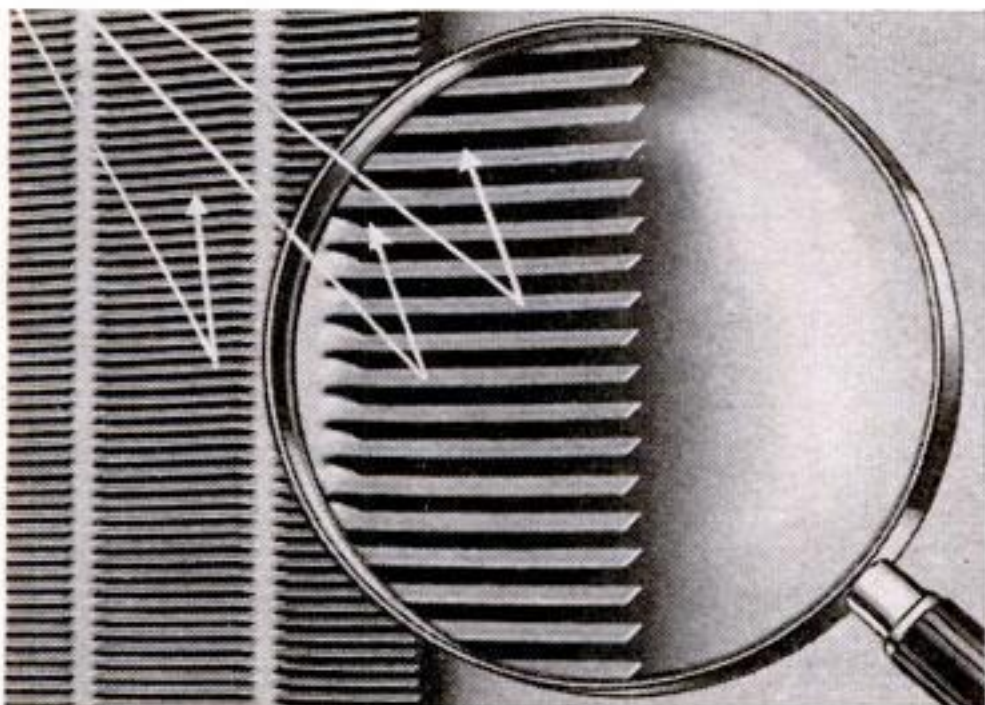
CONTINUED ON PAGE 66

AMAZING NEW SCREENING KEEPS ROOMS 15° COOLER

Why sit around and swelter again this summer . . . thinking you can't do anything about the weather? You can!

You can stay delightfully cool and comfortable on the worst of the sun-scorched days ahead. Revolutionary new Kaiser Aluminum Shade Screening will keep your rooms as much as 15° cooler in hottest sun—at surprisingly low cost!

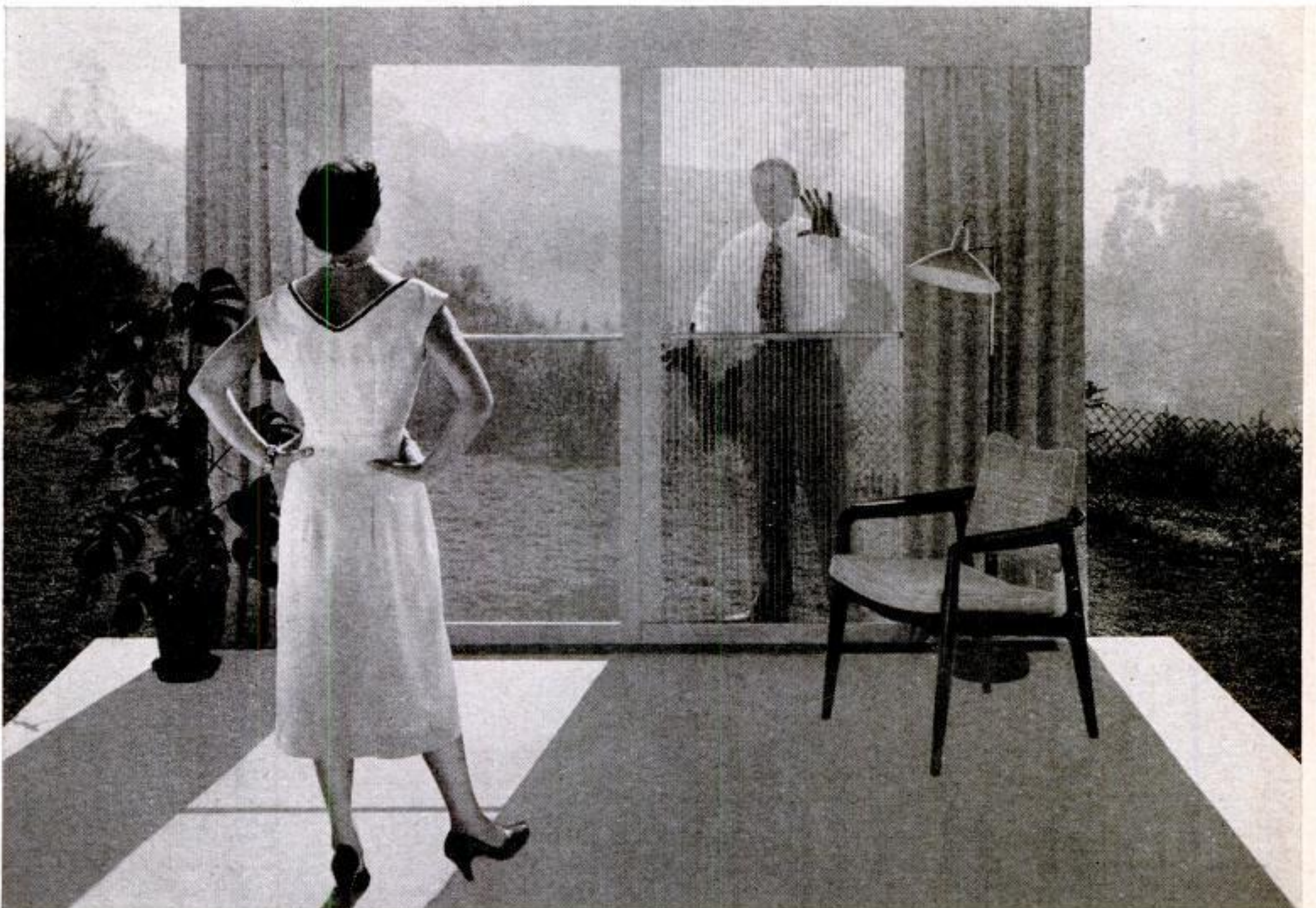
Think what this means to you! Instead of suffering through another summer of intolerably high temperatures you can relax in a comfortable indoor climate. And you'll enjoy nights of cooler, more refreshing slumber because your rooms have been spared from hot sun during the day.



Here's how amazing new Kaiser Aluminum Shade Screening works. The heat-controlling screen consists of thousands of small horizontal louvers permanently tilted at a downward angle. This scientific design stops blistering sun rays before they hit the window, thus eliminates a major cause of high room temperatures.

Check These 10 Important Benefits!

1. Keeps rooms as much as 15° cooler, in hottest summer sun!
2. Cuts air conditioning costs. Where new air conditioning is planned, smaller, less expensive units are possible because peak heat loads are reduced. Where air conditioning exists, units operate more economically.
3. Prevents sun-fading of draperies and other interior furnishings. Protects painted surfaces against "baking" effects of sun heat.
4. Assures glareless light and indoor shade, yet permits plenty of light and air to pass through.
5. Protects against flying insects, as effectively as standard wire screen (based on engineering tests).
6. Assures daytime privacy—for while you can see out, outsiders' view is blocked.
7. Enhances the appearance of any windows—actually adds to the value of your house. Simple design and construction make it a favorite with architects.
8. Precision-produced from tough, high grade aluminum. No moving parts to get out of order. It will keep its good looks for years and years.
9. No maintenance—no painting. Can never cause ugly red rust stains on window sills or siding. Can be left in place the whole year round.



TEST HOUSE WALL section with Kaiser Aluminum Shade Screening (right) blocks sun outside window, shades room. Note how bright sunny area on floor behind ordinary screening is eliminated by Shade Screening. Inside shades are not as satisfactory because they permit heat to enter room where it is trapped.



10. As easy to install as ordinary window screening—easy enough to install yourself in most standard frames and windows. Combination Shade Screen-storm window units now available give you cold weather protection plus protection against hot summer sun.

Why suffer the back-breaking chore year after year of putting up ordinary insect screening . . . when you can get permanent screening that cools, shades, protects furnishings, as well as blocks insects!

Why wait! Get Kaiser Aluminum Shade Screening now. Available from hardware, building supply dealers, screen and window manufactur-

ers and applicators. For names of your nearest dealers, contact the Kaiser Aluminum sales office listed in your telephone directory.

Tested . . . Proved on Office Buildings, Hospitals, Hotels, Homes!

Read what satisfied users say:

- "Perfect. Just what I have been looking for."
—Roebling, New Jersey.
- " . . . a really fine product."—Indio, California.
- "Glad we specified it on our new home. It really works."—Atlanta, Georgia.
- " . . . product is great! Ideal for full screen porches."—Glastonbury, Connecticut.
- " . . . purchased screen for my mother in Oklahoma. She is delighted."—East Gary, Indiana.

Mail Coupon for Free Demonstrator!

Please send actual sample of Kaiser Aluminum Shade Screening which shows how it blocks sun rays. Also include full information.

Kaiser Aluminum & Chemical Sales, Inc.
Consumer Service Division
1653 Kaiser Bldg., Oakland 12, California

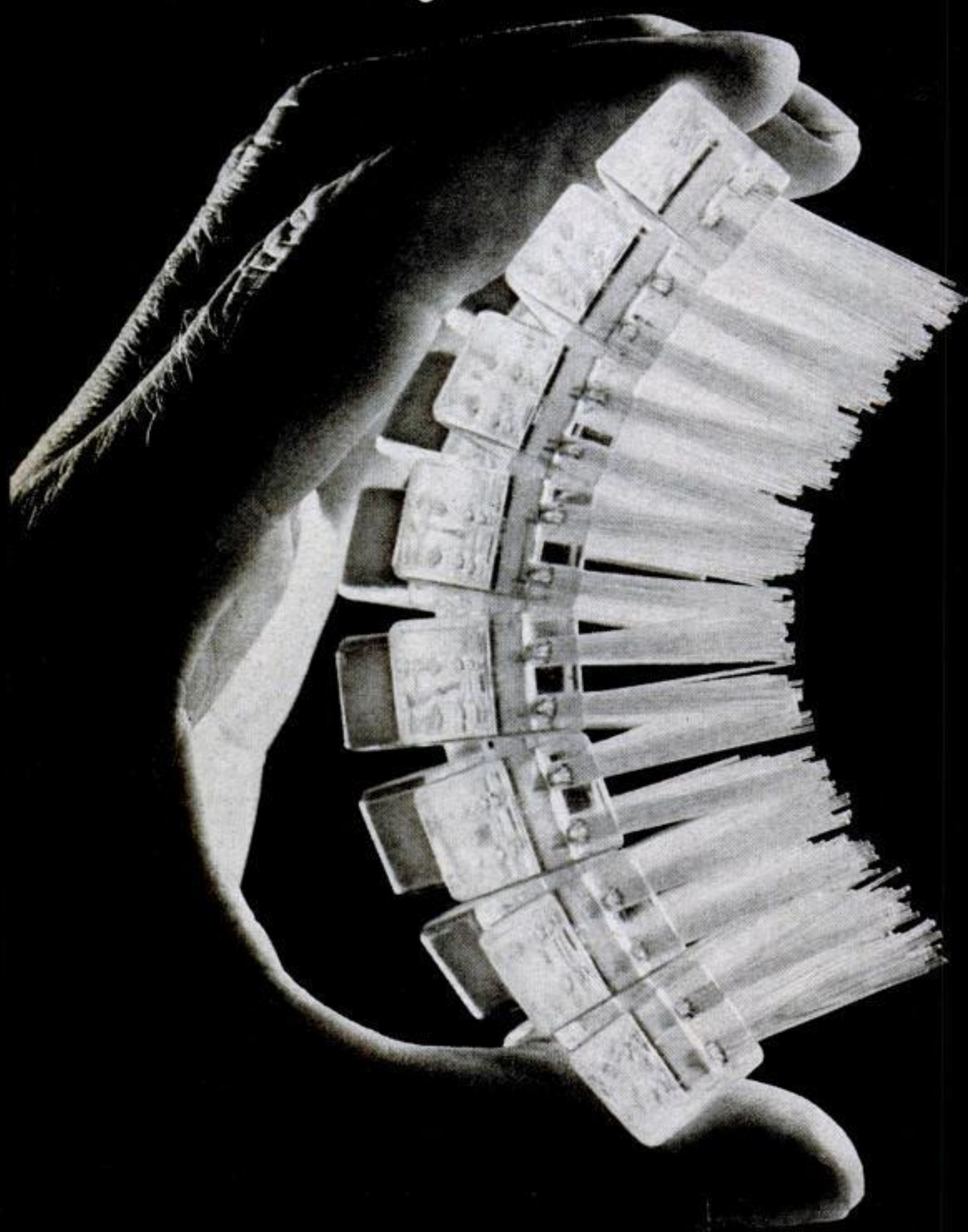
NAME _____

ADDRESS _____

CITY _____ STATE _____

Kaiser Aluminum
PATENTED
SHADE SCREENING

Flexible hairbrush that bends to fit your head



Flex
ACTION
TRADE MARK
by Hughes

The ideal gift for the
man who has everything

Brushing is faster, easier, more effective with this totally different kind of hairbrush. The "Flex-Action" brush* actually adjusts itself to the contours of the head. Every bristle goes to work with every stroke. Stimulates the scalp as it grooms the hair. Military and club sets in crystal and mock tortoise, handsomely gift-packaged at \$5 and \$10.

*PATENT PENDING

Tek-Hughes, WATERVLIET, N. Y.

'Lifesaver' CONTINUED



SITTING INSIDE LIFESAVER, an infantry rifle squad occupies benches which can fold to make room for bulk cargo. Two escape hatches are open.



OVERCOMING ROUGH TERRAIN, M-59 climbs hillocks. Principles of weight distribution which make M-59 float also make it ride with less shock.



CROSSING RIVER, Lifesavers use land tracks to propel and steer since they lack both propeller and rudder. They have speed of only 4 knots afloat.

CONTINUED ON PAGE 68

Recent nutritional research shows how

MEAT can help you “beat the heat”



**Your requirements for the kind of protein it provides
are the same when you're relaxing in the shade as
they are when you're shoveling snow.**

People used to think that we should “cut down on protein foods” when the weather gets hot. Now science has shown that nothing could be farther from the truth.

You can't compare the human body to a home heating system which is *turned off* for the summer. It must carry on the same life functions in summer as it does in winter. The human machine needs a daily supply of protein, not for fuel, but to keep in good repair, “tuned up,” and in tip-top running order.

The experience of millions of servicemen in the tropics during the war years helped to show the importance of meat in hot weather. Their high-protein diet included upwards of a pound of meat a day, and contributed immeasurably toward keeping up their stamina, vigor and readiness for action.

Feel fresher, feel fitter

Don't blame the heat or the humidity when the weather gets you down. It could be that you're not getting enough protein.

Studies have shown that too little protein

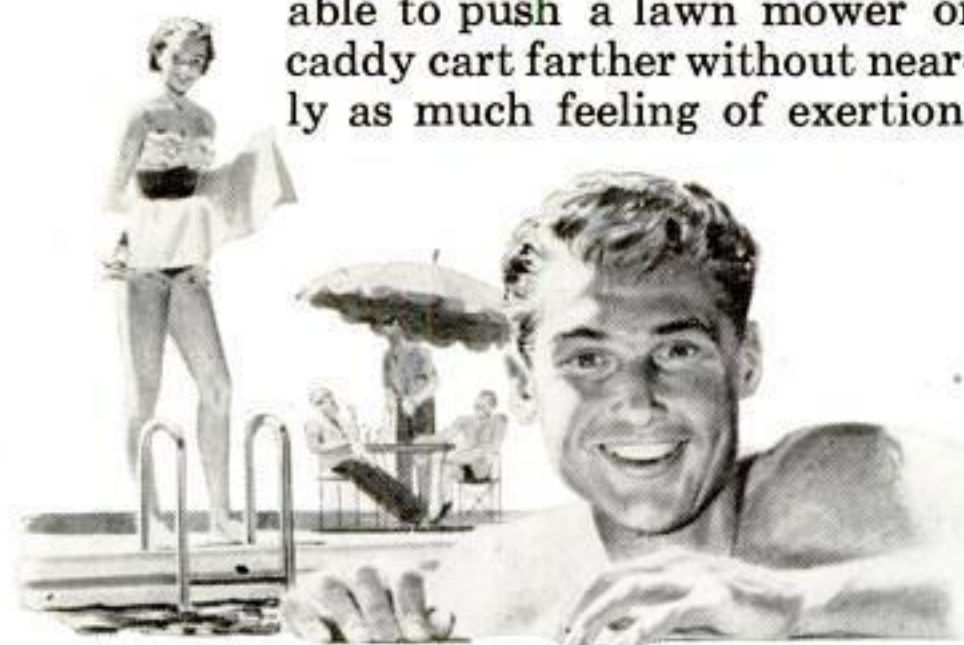


for just two days can bring on that washed-out feeling of fatigue or lethargy.

A juicy broiled steak does a lot more than pick up your appetite and your spirits. It can help to make you feel like “getting into the swim” instead of sitting on the side lines. It's a lot more fun!

How do you look in a swim suit?

If the fit of your summer clothes shows that you've added a few pounds over the winter, now's the time to start on a high-protein, low-calorie diet built around meat. Shedding excess fat is like shedding a heavy overcoat. You'll feel cooler, feel better. And you'll be able to push a lawn mower or caddy cart farther without nearly as much feeling of exertion.



What are the best summer meats?

If any one kind of meat is better than another it's only because it's easier for you to fix. Frankfurters, hamburgers, cold cuts—so popular for easy-going summer meals—are just as nourishing, and just as easy to digest as meats that take longer to prepare.

AMERICAN MEAT INSTITUTE
Headquarters, Chicago • Members throughout the U.S.



All nutritional statements in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.

MEAT SITUATION

June, 1954

Pork production now at low point of year. In 1952 and 1953 farmers raised fewer hogs. Production decreased 20% in these two years. This year supplies are increasing but won't be ready for market until late summer.

Summertime advances in some pork prices do not indicate a permanent trend. Because of lower supplies of hogs, pork prices increase during summer months. They decline in late summer and fall as supplies increase.

People's meat buying habits, however, do not change as rapidly as changes in seasonal supplies. They tend to buy the same amount of the same cuts as they've been accustomed to buying. But with lower supplies, prices inch upwards. People then shop for other cuts which are more attractively priced.

Beef prices have changed little. That's because beef is still plentiful. Production continues well above average.

Two kinds of meats that are abundant and attractively priced during the summer months are ready-to-serve meats, like wieners and cold cuts and canned meats. Sausage is available in more than a hundred varieties. There's a kind for every taste.

Canned meats have recently become one of the fastest growing departments in food stores because of their convenience, economy and variety. New introductions have increased number of kinds available to over 70.

One reason for their economy is that they are prepared at times when the fresh meats they're made of are most abundant.

Trust your instinct...you're right in liking meat
...a yardstick of protein foods

A NEW "INVISIBLE" CREAM THAT COMPLETELY PREVENTS SUNBURN

as no suntan oil or lotion can!

Contains science's most powerful sun screen . . .
shuts out all the sun's burning rays . . .
specially developed by dermatologists

Now . . . Stop painful, ugly "spot burning"!



No need to look like a lady from Mars

Protect nose, lips, shoulders, other "tender skin" areas—without using disfiguring nose shades, white ointments!

If your nose turns poppy red again and again—if your lips tend to blister painfully, or nose, shoulders and backs of knees red-burn *even through a tan*, Skolex is for you. A thin "invisible" film on "tender skin" areas lets you stay in the sun for hours—without experiencing the slightest burning or reddening!

Now . . . Spend all day in the sun!



No danger of glare burn

Go golfing, fishing, or on boating trips without fear of overexposure!

Even though your skin is winter-white—you can face your first sail, your first fishing trip of the season, without any fear of burning or blistering. Skolex contains the most powerful sun screen known to science—keeps your skin *out of the sun*, completely protected from the direct burning rays or the reflected glare of sun on water. Skolex is greaseless, odorless, "disappears" from your skin without leaving a visible trace.

Now . . . Heliophobes—go out in the sun!



New freedom for sun allergy sufferers

For those whose skin can't take the sun, absolute protection against painful burning, rashes, blisters, due to sun allergies.

Skolex has brought new freedom to people who are allergic to the sun. Now for the first time, millions of sun allergy sufferers can enjoy outdoor fun, without fear of the misery that would ordinarily follow such exposure. Hundreds of leading dermatologists throughout the country have recommended Skolex to their patients.

For years, scientists have searched for a way to *completely* prevent sunburn. Skolex is the result of that search—the only preparation of its kind that assures you of complete safety from painful sunburn. Ask your druggist for Skolex Sun Allergy Cream today. (For a glorious tan—use Skol Suntan Lotion.)

'Lifesaver' CONTINUED



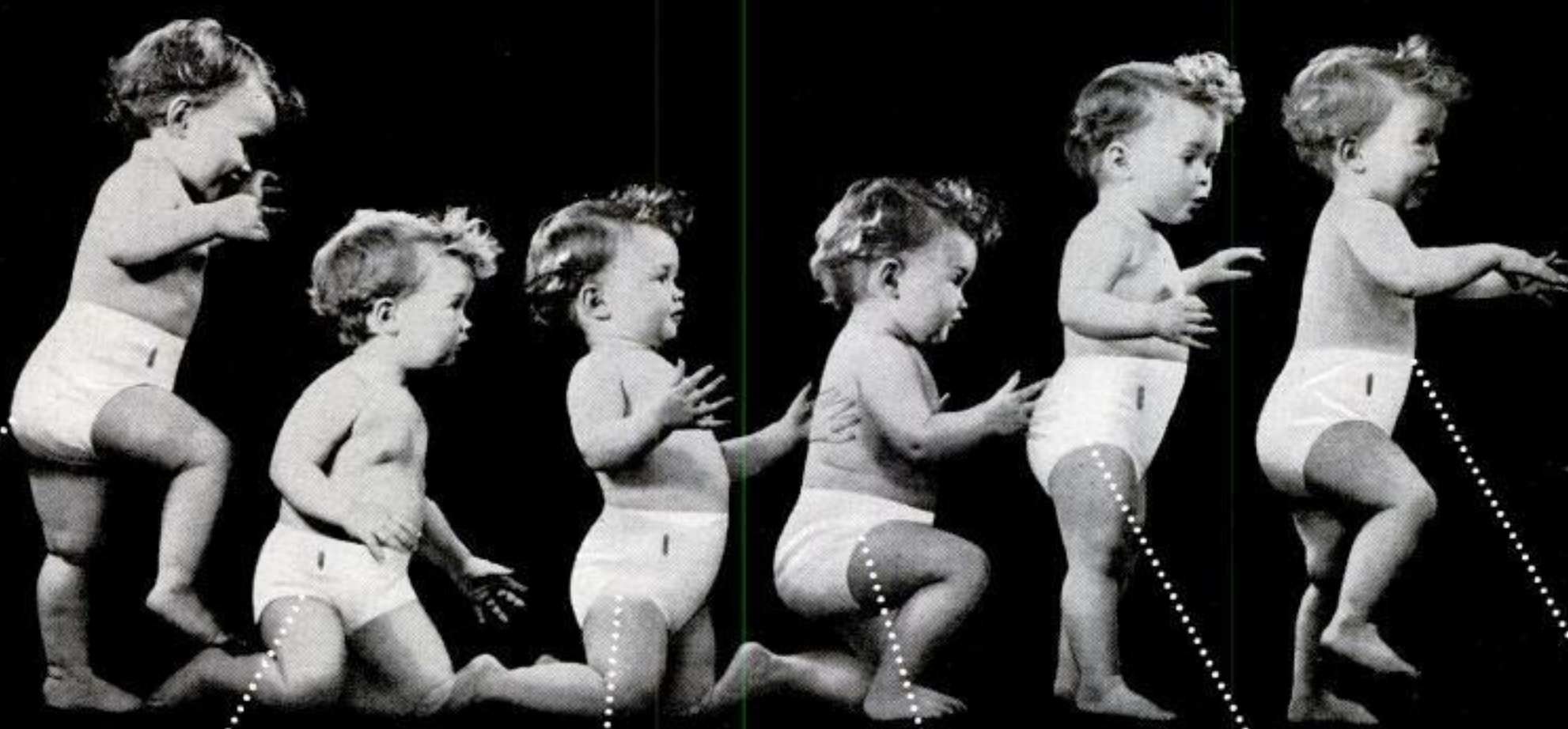
IN NIGHT FIRING EXERCISE big 120-mm gun of the T-43 cuts loose at Newark, Del. Tank's .30-caliber machine guns can be fired with main gun.

BIGGEST TANK GETS WORKOUT

Another new Army candidate in the armored field, the T-43 tank, is now being put through its paces. The T-43, with a five-man crew, is the biggest tank the U.S. has ever put together. It weighs 60 tons and mounts a long-barrel 120-mm gun, biggest ever put on a production model U.S. tank. It has one .50-caliber, two .30-caliber machine guns. Its elliptical-shaped hull is designed to deflect enemy shells. With the Walker Bulldog light tank and the Patton-48 medium, it completes a new series of U.S. tanks designed since World War II. The T-43 is the U.S. answer to Russia's powerful 50-ton, 122-mm-gun Stalin tank.



EASY TO MANEUVER, T-43 wallows in a crater, preparing to fire from it. With power steering, tank can be handled almost as easily as a farm tractor.



Made of
CREAMY LATEX.
Non-Allergenic

"FRIENDLY" EDGES.
No seams or stitches.
Won't bind or chafe.

SOFTER
SMOOTHER

COOL-VENTED
for comfort

LONGER
LASTING

PERFECT PROTECTION—
without cutting
circulation

KEEP YOUR BABY
"Socially Acceptable"^{*}
IN **PLAYTEX®** BABY PANTS



Miracle
stretch!

Only PLAYTEX
has it...

Only PLAYTEX S-T-R-E-T-C-H-E-S 4 times its size.
Insures all-over comfort. Wears..and wears..and wears!

No wonder MORE MOTHERS BUY PLAYTEX THAN ANY OTHER MAKE!

Prove its gentle
snugness with
your own hand!

P.S. Washes in
seconds!

**What makes a Lucky
taste better?**



"IT'S TOASTED" to taste better!

"I'll tell you something," says actress Betsy von Furstenberg, "for quite some time now I've smoked Luckies because they taste so much better." It's natural that Luckies taste better. First of all, L.S./M.F.T.—Lucky Strike means fine tobacco. And that tobacco is toasted to taste better. "It's Toasted"—the famous Lucky Strike process—brings Luckies' fine tobacco to its peak of flavor . . . tones up this light, mild, good-tasting tobacco to make it taste even better—cleaner, fresher, smoother. That's our story pure and simple: a Lucky tastes better because it's the cigarette of fine tobacco . . . and "It's Toasted" to taste better. So for more smoking enjoyment, Be Happy—Go Lucky.

LUCKIES TASTE BETTER

Cleaner, Fresher, Smoother!



© A.T.Co. PRODUCT OF *The American Tobacco Company* AMERICA'S LEADING MANUFACTURER OF CIGARETTES

BLACK NYLON or white. Warner's original "Merry Widow" in the mistiest embroidered marquisette and elastics. #1311 at \$12.50.

WHITE COTTON and sheerest elastics surround a cool, cool beauty—in Warner's new version of the "Merry Widow." #1315 at \$10.



What's black and white — and worn all over? WARNER'S

The Cinch-Bra that started an *undercover* revolution! By taking *inches* from your middle — then shaping curves *from* your waist up—with complete freedom through bust and shoulders.

And not only that—it's *top news* with a strapless wired under the bust—*floating free on each side* so you can adjust it for perfect fit and uplift—your prettiest *natural* separation! As for décolletés—those sheer nylon cuffs dip *low as you dare*.

Small wonder Warner's "Merry Widow"

has stolen a million hearts, emerged as the new Invisible Fashion for days and evenings, for magnificent bridals and charming little afternoons.

Why not see for yourself at your nicest store—the airy cotton version in *white*, the bewitching nylon in *black or white*.

WARNER'S*

*REG. U. S. PAT. OFF.

Bras • Girdles • Corselettes

Merry Widow

At the nicest stores in the U.S. and Canada



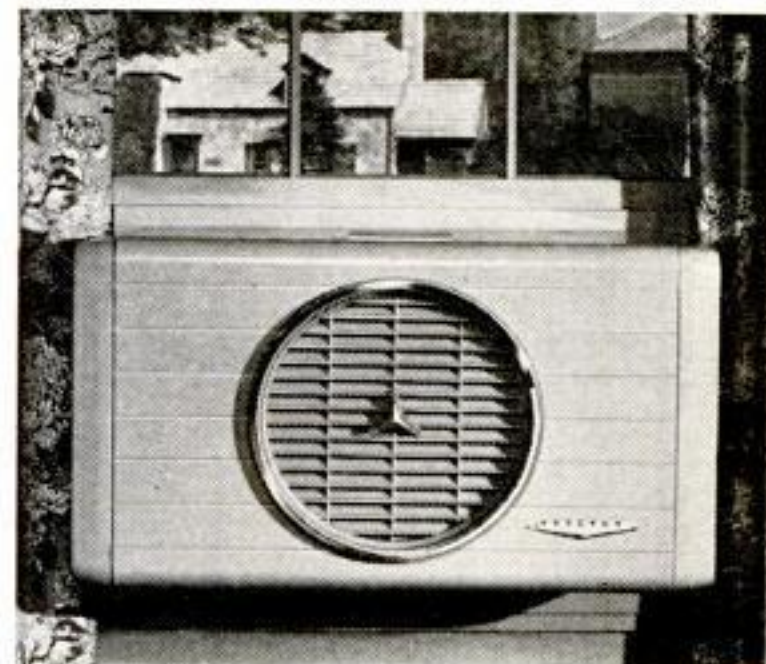
AERIAL AFFAIR

Well-balanced newlyweds receive
high-wire benediction in France

Though he could see some logic to their request—they were both tightrope artists—the Archbishop of Toulouse would not let Bertie Omankowski and Roger Decugis hold a high-wire wedding. Compromising, the couple got married in church, then climbed a high wire 50 feet above thronged Capital Place to receive the benediction of Abbé Simon, who had scaled a fire ladder. The highest person present was Photographer Jean Dieuzaide, who perched on the bride's father to take one of the pictures on the next page.

CONTINUED ON NEXT PAGE

MOST POWERFUL ROOM AIR CONDITIONER†



The 1954 Fedders is beautiful *outside* ... powerful *inside*, proved in tests more powerful than many other room air conditioners! Fedders exclusive V-type evaporators give you 33% more cooling area... greater reserve capacity for hot, muggy days. Greater filtering and air-cleaning area. And you get greater dehumidifying power, too. Be sure you look "under the hood" when you buy a room air conditioner. Look at powerful Fedders!

FEDDERS gives you PUSH BUTTON WEATHER



Fedders makes *you* the boss of all this cooling power. Exclusive Built-In Weather Bureau gives you the cool, clean weather you want at the touch of a button. Lets you ventilate, whisk away stale, smoky air . . . both independently of cooling. Rotatable Grille sends air in any direction. Exclusive new Reverse Cycle Heat Pump* switches from cool to heat to cool *automatically* to maintain the temperature you set. See Fedders in action — best engineered room air conditioner on the market. Also sold throughout Canada.

*Extra cost on 3/4-ton Deluxe and 1-ton Window Models.

† Based on our continuing laboratory tests of six leading brands.

1954 FEDDERS

MAIL TODAY!

Fedders-Quigan Corp., Dept. 9-A
Buffalo, N. Y.

Please send me books checked on how I can
sleep, work, live better with a Fedders.

- ☐ "Champion of your personal comfort"
☐ "How to sleep cool when it's hot"

Name _____

Address _____

City _____ State _____

You're Sure of... **Quality TV and Radio Repairs** *at fair charges—*

**WHEN YOU ASK FOR THIS
CERTIFICATION TAG...**

At a **Certified QUALITY SERVICE** dealer's, you know you get quality parts, guaranteed tubes, and dependable

Certified **QUALITY SERVICE**

This certifies that parts used in servicing this set are new and of standard make and quality. All charges are made in accordance with industry standards.



Facts about your TV set

W. R. TAYLOR
Staub & Taylor Appliance Co.
611 Archer Ave., Marshall, Ill.

A **Certified Quality Service** dealer.

"Have you noticed how much clearer TV pictures are in the latest sets? Well, that's due to many technical improvements.

But most of all it's due to a new type of picture tube now being used. This new tube has a thin film of bright aluminum directly in back of the screen... like the silver backing on a mirror. The aluminum film actually reflects *all* the light, automatically producing a much brighter, clearer, sharper picture.

You can have one of these new CBS-Hytron Mirror-Back tubes installed in your old set. Why not call your nearest CQS service-dealer today?"

Knowing about the latest improvements and how to make the most of them is the responsibility of every CQS service-dealer.

Call a **Certified QUALITY SERVICE** dealer...

He has the hard-earned technical knowledge... experience... and expensive, latest equipment so necessary for the best in TV and radio service.

All Certified QUALITY SERVICE dealers display this sign. LOOK FOR IT! ▶

RADIO...TELEVISION

Certified
QUALITY SERVICE

WE CERTIFY
QUALITY OF PARTS
AND SERVICE
...FAIR CHARGES



This program is sponsored for your benefit by

©CBS-HYTRON, DANVERS, MASS., A DIVISION OF COLUMBIA BROADCASTING SYSTEM, INC.

A member of the CBS family

CBS Radio • CBS Television • Columbia Records, Inc. • CBS Laboratories • CBS-Columbia • and CBS-Hytron

Aerial Affair CONTINUED



AERIAL SLIPPERS are donned by the bride and her father as they prepare to go aloft. Mother (right) is also an aerialist but stayed below to watch.



AERIAL VIEW of benediction was taken from shoulders of bride's father, though photographer knew 16 members of bride's family had died in falls.

We knew you'd love it! You can see right off why new Swans Down beats other cake mixes!

Yes, see why this is the only mix that wins on all 4 "musts" for homemade cake!

- 1 Homemade size
- 2 Homemade texture
- 3 Homemade moistness
- 4 Homemade taste

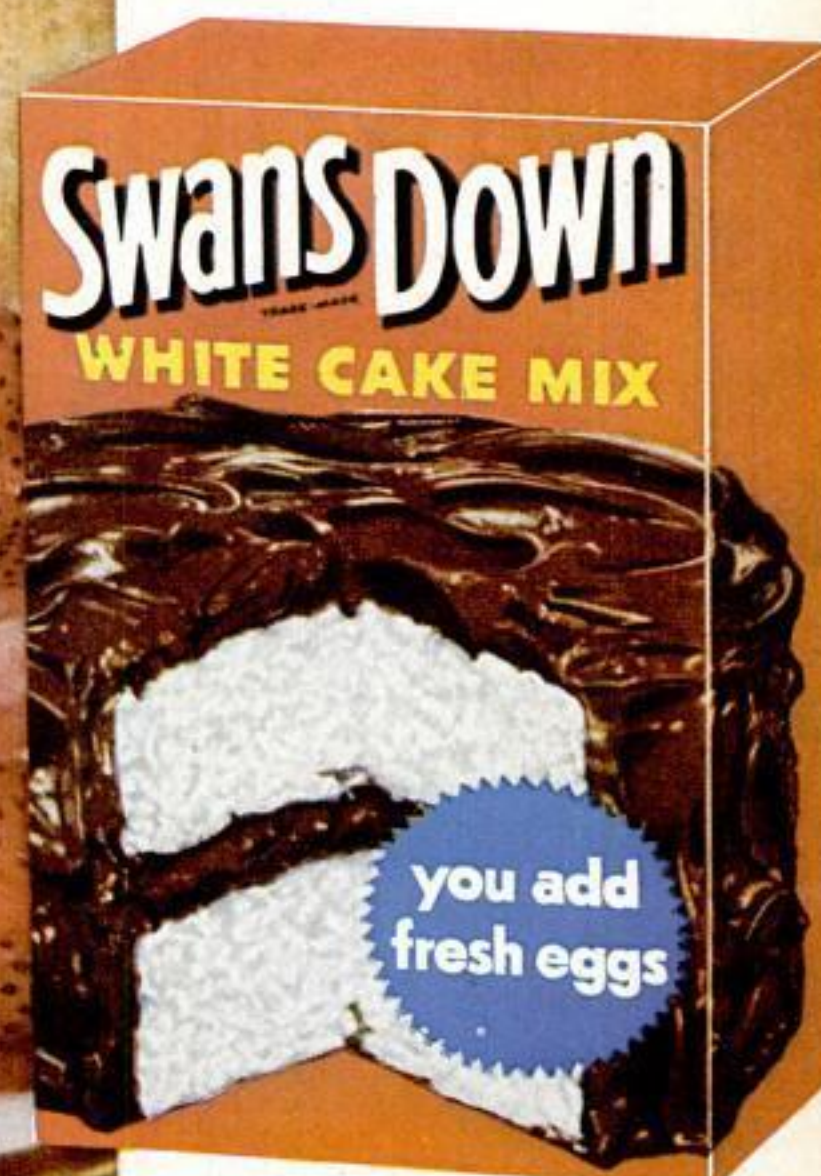
Before you bake another cake, you really should know the results of 4,375 home-baking tests of new Swans Down Mix and all other leading mixes:

4,375 women compared new Swans Down with other mixes—in their own kitchens. They voted for their favorite.

Result: Swans Down was picked the winner on all 4 "musts" for homemade cake—size, texture, moistness, taste.

The secret of Swans Down's winning is its use of special ingredients. Swans Down wasn't satisfied with the ingredients used by other mixes. So they had ingredients made especially for their new mixes—made to blend just right with your own fresh eggs.

Today, why not whip up a beauty like this with the mix women themselves say is best?



Products of General Foods

TODAY'S SHOPPING LIST

SWANS DOWN MIXES	{	WHITE ✓
		YELLOW ✓
		DEVIL'S FOOD ✓
		ANGEL FOOD ✓

Copyrighted material

See Paramount Pictures' "KNOCK ON WOOD", starring DANNY KAYE. Color by Technicolor.



Van Garde

Van Karon

Van Dual

Switch to the new Van Heusen Summer



Van Clive



Van Trimlet



Van Pickwick



Van Britain



Van Regg



Here are a few of the many cool fabrics and unusual colors available in Van Heusen Lightweight Shirts



Van Roll Button Down

Van Carson

Van Heusen Century Sheer

Shirts now! 40% lighter...50% cooler!

Original Van Heusen collar styles keep Paramount executives 100% smarter, too!



Van Button Down

The largest collection of collar styles ever offered in summer shirts! They're all yours—at last—in the coolest, most comfortable shirts you ever wore... in the coolest colors you ever saw.

So put away those hot, heavy shirts with your heavy winter suits! This summer, look as smart and cool as you'll feel in these sheer Van Heusen shirts. Short sleeves, long sleeves, button cuffs, even French cuffs!

Take your choice from the 12 original Van Heusen collar styles shown on these pages. All yours—with the "magic seamanship" that makes you better-dressed and makes us famous!

Colection of Van Heusen Summer Shirts

Phillips-Jones Corp., New York 16, N. Y., Makers of Van Heusen Shirts • Sport Shirts • Ties • Pajamas • Handkerchiefs • Underwear • Swimwear



All through life...whatever the occasion...
For The Nicest People You Can Greet—

*You send so much more
 when you send a Munson Greeting*

You certainly say it nicely when you send a MUNSON Greeting!
 It's more than just a matter of good taste. With enchanting art in
 glorious color, enriched with verse of lyrical charm, you remind friends
 and loved ones exactly how you feel...and that *you* remembered!
 MUNSON greetings are big and bright and beautiful. They're so
personal, too, with their matching envelopes...like your own
 smile of understanding, like the warm, friendly touch
 of your hand! No wonder so many people agree
 "I love to receive a MUNSON Greeting!"

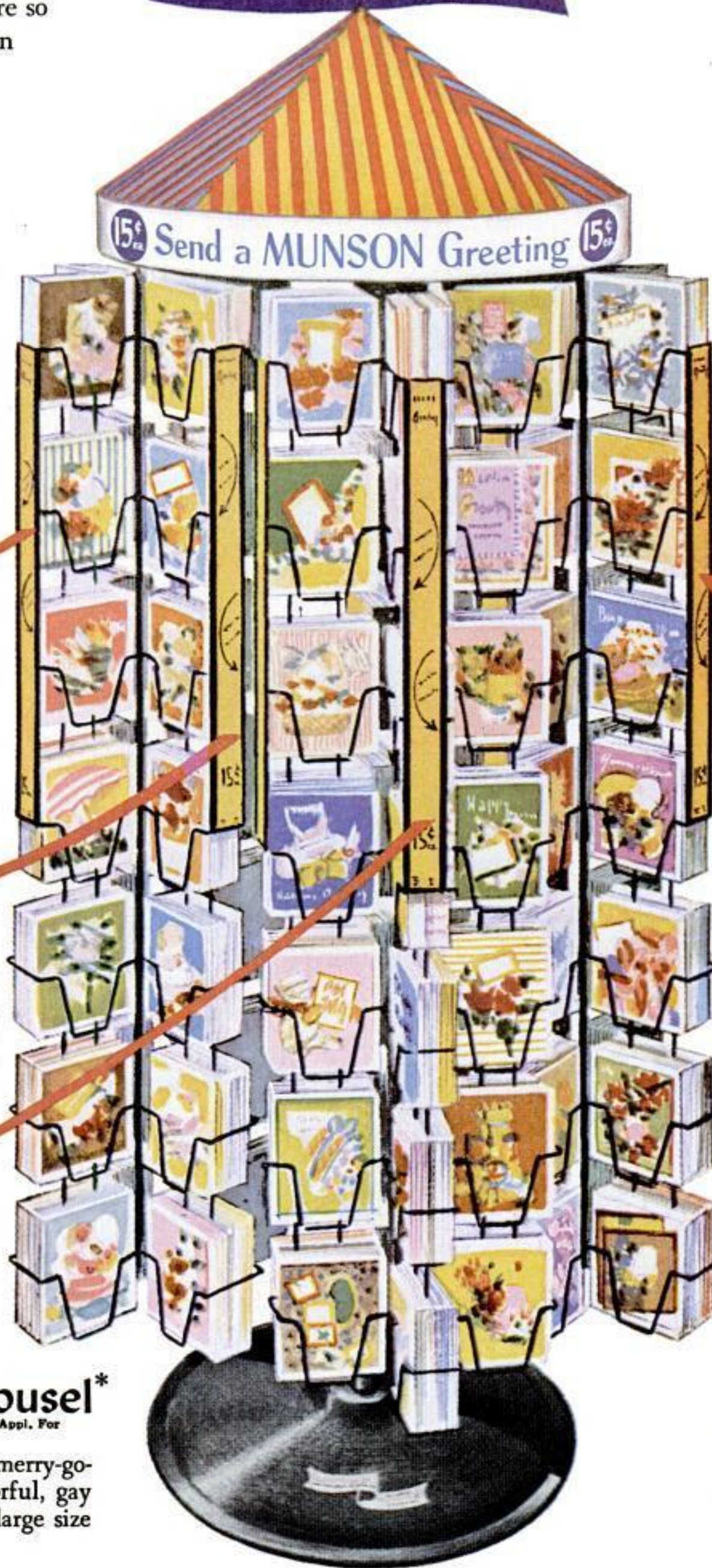
Munson
 Greeting
 Cards
 FOR EVERY OCCASION

To a bride of fifty years ago,
 To a bride of Nineteen Fifty-Three,
 Your MUNSON Greeting warms the glow
 Of loving, tender memory!



Your MUNSON Greeting smiles "Get Well!"
 To someone dear who lies in pain.
 That thoughtful gesture—who can tell?
 May help good health return again!

Though joyful Graduation Day
 May find you many miles apart,
 Your gay MUNSON Greeting will say
 How proud and happy is your heart!



Remember Dad's birthday, for when
 Did he fail to remember you?
 Send him a MUNSON Greeting—then,
 One to the girl he married, too!

Look for This Famous MUNSON Carousel*
 (Any card you wish, right at your finger tips) Pat. Appl. For

You never have to move—just whirl the gay carousel. It's the merry-go-
 round way to select your greetings. Compare the vibrant, colorful, gay
 15¢ greetings with any 35¢ cards. All MUNSON cards are the large size
 and one low price. Why pay more? Why get less?
 Featured at leading stores in your neighborhood.

Munson
 first in
Greeting Cards
 for all occasions
15¢ each

More people send

Munson

Greetings than any other make



GOING AMONG THE NEGLECTED POOR, WESLEY TELLS MINERS GOD TAKES PITY ON THEIR HARD LOT

THE INWARD WITNESS

Church film tells how John Wesley sought faith and founded Methodist Church

"Leisure and I have taken leave of one another," wrote Evangelist John Wesley in 1726. "I propose to be busy as long as I live. . . ." In the 65 years that followed, Wesley not only founded the Methodist Church, but also found time to set up the first Sunday schools in England, write a treatise on how to cure rheumatism with electricity, and ride 225,000 tortuous miles on horseback to bring the gospel to the poor folk of England who had been generally ignored by the protocol-ridden, conservative Church of England. Once, when forbidden to speak in his dead father's church,

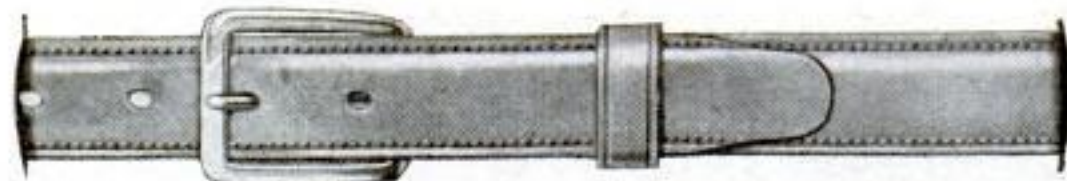
Wesley preached successfully for seven nights, standing on his father's tombstone.

The zealous devotion of Wesley's life has been condensed into a semidocumentary movie, *John Wesley*, made for the church at cost by good Methodist J. Arthur Rank. Aimed mainly at church audiences, the film does not match the dramatic fire of last year's movie life of Martin Luther (LIFE, July 13, 1953). But it is deeply moving in its presentation of Wesley's struggle to feel the sudden, personal revelation of God's love, "the inward witness" of intense faith which lies at the heart of Methodism.

Enroll your Dad in the Pioneer

Famous Fathers' Club

Now—for Father's Day—enroll your Dad in the distinguished Pioneer Famous Fathers' Club. It's easy! Simply visit your nearest Pioneer dealer. He has a handsome gift membership certificate for you—with a place for your Dad's name—autographed by the five famous fathers below. There's a handsome "Famous Dad" gift card, too!



EDDIE CANTOR, television and radio star, is showered with Father's Day gifts every year. Here's Eddie's favorite! Pioneer Stretchway belt. Antique brown cowhide with custom bead edge. **\$2.50**



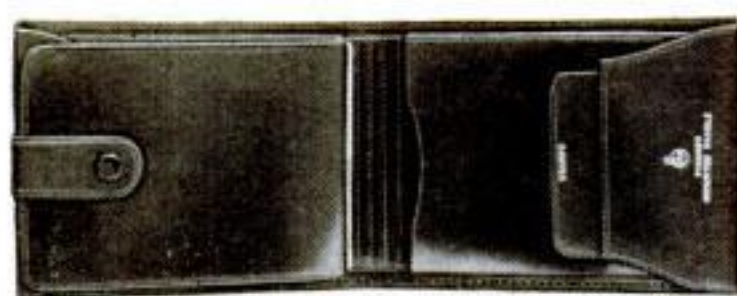
Patented buckle-spring g-i-v-e-s up to one full inch.



PAT O'BRIEN (now starring in "Ring of Fear," a Wayne-Fellows Production) chooses this classic engraved Starlight Jewelry by Pioneer. Pat's favorite is exclusive new creation in sparkling golden or rhodium finish. Perfect choice, too, for your Dad! Cuff link and tie bar set. **\$5***



ALAN LADD (now starring in "Hell Below Zero"—a Columbia Picture, color by Technicolor) selects the personal gift he'd like most to get on Father's Day. It's the world's most comfortable belt, this Pioneer Stretchway of handsome, hand-rolled custom crowned luggage cowhide. Great idea for your Dad. **\$3.50**



PAUL WHITEMAN, dean of modern American music is just plain "Pops" to young Americans everywhere. His favorite Father's Day gift—this "Courier" wallet of imported leather by Pioneer. Unique new "Add-A-Card" lock . . . allows your Dad to add, subtract card windows in a jiffy. **\$5***



GRANTLAND RICE, America's number one sports writer, picks his personal "All American" gift favorite for Father's Day! Handsome pigskin wallet and key case. In smart gift package. **\$5***



*Plus Federal Tax.

Pioneer®
the mark of a man

BELTS • BRACES • GARTERS • WALLET • JEWELRY • LEATHER ACCESSORIES • DARBY, PA.

INWARD WITNESS CONTINUED



IN BURNING RECTORY Wesley at age 6 came close to death until saved at last minute, afterward believed he had been spared to do God's work. Here nurse carries out brother Charles who was to write famous Methodist hymns.



AN ORTHODOX PRIEST of Church of England, Wesley (second from left) was troubled by his own lack of faith, almost left the church. He is encouraged when, at his instruction, condemned man feels God's love and dies serenely.

CONTINUED ON PAGE 83



"Rice Krispies" is a trademark (Reg. U. S. Pat. Off.) of the Kellogg Company for its oven-popped rice.

"snap!" "crackle!" "pop!"



EVER TALK OVER YOUR PROBLEMS with a bowl of Kellogg's Rice Krispies? They've got an answer for everything. "Snap! Crackle Pop!" they say merrily when you pour on milk or cream. You can't help but agree, "Maybe that's right!" How can you argue with anything so good natured - and so good to eat! Try Rice Krispies tomorrow. You'll find out that the world's only talking cereal has a crispness really worth talking about!



SEA HORSE! GO-GO the Aqua Pony for thrilling water rides. He's tall, tough 'n' terrific. \$3



UPRIGHT CHARACTER is TIPPY the Sailor Buoy. Weighted bottom gives bounce-back action. \$2



UNDERWATER SIGHT SEEING! Get a fascinating fish-eye view through the clear plastic panel in Doughboy's exciting new SEA VIEW AQUA MAT. \$6



HEAP CLEVER Indian design gives toddler-appeal to sturdy KIDDIE KANOO. Non-scalping price, too! \$2



FLOATER-ONNER... or a swimmer-inner is SWISHY, giant Alligator. Nearly 5 ft. long, and strong! \$3



BACK YARD BEACH! They're happy and safe at home, with a sturdy Doughboy inflatable wading pool. It's easy to inflate, fill and drain. Illustrated: Deluxe 6 ft. Pool (155 gal., 10-in. depth), \$15. Other wading pools from 38 in. to 7 ft. Priced from \$3 to \$30



HARD TO TIP, easy, to paddle is Doughboy's stalwart GO-BOAT. Two big buoyant rings are the secret. \$5

Inexpensive fun for the whole family

DOUGHBOY WATER PLAYMATES



FIRE? SMOKY the Fireboat steams to rescue! Noisemaker "whistle", squirter "fire-extinguisher". \$3



SWIM-PARTNER. Streamlined design makes robust frog, SPLASHER, a perfect water pal. Sr. size, \$3 Jr., \$2



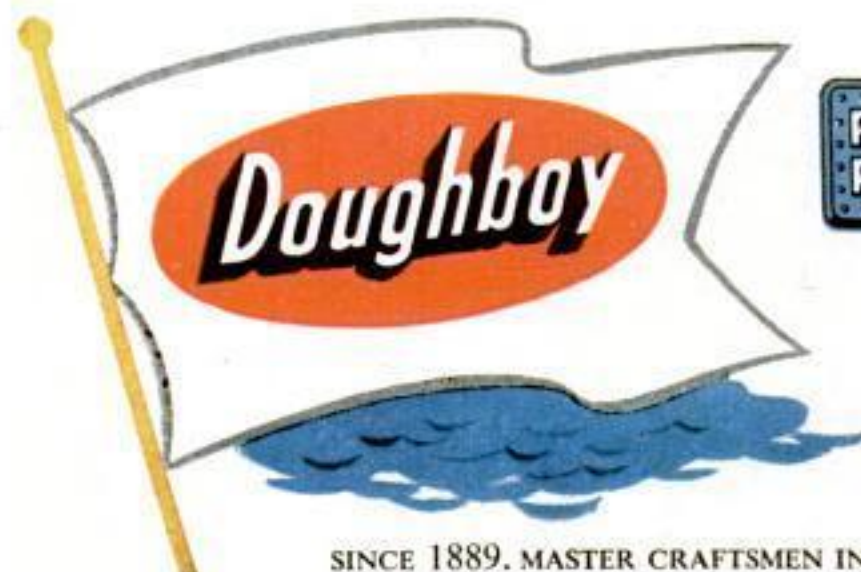
LOOK! DOUGHBOY'S 12 FT. FAMILY POOL. No digging, no installation costs. Large enough for young and old to swim in clean safe water. 1600 gal. capacity, 2 ft. depth. Valves for water circulation. \$100. Other Doughboy "Family" Pools from \$50 to \$175.



WHALE OF A TOY! Mighty BULGY is complete with a free-squirting waterspout. Can support 200 lbs. \$2.25



EVEN QUA-ACKS. Stout little PAD-L-DUK has a noisemaker in its beak for added paddling fun. \$2



Only Doughboy gives you toys and pools that are made to last. Their secret? Doughboy's exclusive FORTI-PLY® construction: two layers of rugged KRENE Plastic sealed together for super-strength. Add the famous Doughboy heat-sealed seam, and you have inflatables that can really take it!

**For toys that last, season after season—
DOUGHBOY INDUSTRIES, Inc.** New Richmond, Wis.
If toys and pools are not available locally, write to us.

BEACH BALLS? Choose gay styles. Prices from \$1



WATER RING are big and buoyant. \$1 and up

SINCE 1889. MASTER CRAFTSMEN IN PLASTICS, PACKAGING MACHINERY AND FARM FEEDS. IN CANADA, THESE TOYS ARE MADE BY HAUGHS PRODUCTS, LTD., TORONTO



TURNING POINT comes at religious meeting in Aldersgate Street when, after 11 years of failure as a clergyman, he is overwhelmed for first time by sense of personal salvation. "I felt my heart strangely warmed," he says.



FACING ANGRY MOB to whom he preached new doctrine, Wesley asks "... Which of you have I harmed?" Often attacked, he was knocked down by stones three times at one meeting, each time got up and went on preaching.



THE AGED WESLEY at 81 leads followers in singing farewell hymn as ship leaves Bristol harbor carrying Thomas Coke and two other men whom he has ordained to administer the flourishing Methodist movement in America.

CONTINUED ON NEXT PAGE



Wilson

it costs practically nothing to be
a millionaire in the sun



it costs just about ten dollars
to be the smartest sunner
in town. Jantzen provides
impeccably tailored British-
styled six-inch walker shorts of
Dan River cotton cord 6.95
... finest combed cotton shirts at
3.95 (above). The elegant cotton
poplin cabana set, left, is 9.95...
the world's best-fitting cotton
cord boxers, right, 3.95...
smartest colors... at most stores.

Jantzen Inc. - Portland 14 - Oregon

nothing does as much for a man as a Jantzen



INWARD WITNESS CONTINUED



WESLEY OAKS, on St. Simon's Island, Georgia, mark spot where Wesley brothers helped a colony of debtors during 1736 missionary trip to America.

SOME WESLEY MEMENTOS



LITTLE WESLEY, only 5 feet 6 inches, walks between bulkier aides.

Wesley, who was a clergyman of the Church of England, never meant to found a new sect. But when in 1738 he began preaching that jailbirds could be saved as easily as virtuous men if they felt the power of God's love, the church, which felt that his fervor was encouraging licentious conduct, banned him from its pulpits. Forced to preach outdoors to poor people, and needing lay preachers to help in his work, Wesley began to ordain them himself. On his death at 87 in 1791, Wesley left as a memento—along with the chapel below—a vigorous Methodist movement of 154,000 members.



CATHEDRAL OF METHODISM, City Road chapel where Wesley worked, still stands in London. During war, fires raged all around but it was untouched.



In the good new summertime

Not that Nylon mesh in shoes is exactly new. But it's a far, cool cry from the breezeless brogues of five short years ago. We've used the very best grade of it in these laceless lightweights. You couldn't buy better Nylon mesh if you had a backyard full of uranium. And what amount of money could buy you trimmer lines, more complementary colors to go with your summer outfits. It's the typical Thom McAn jackpot: quality, comfort and style. It's in every shoe in our line, winter and summer. Step

into any of our 625 stores, try on any of our 150 styles, it's there every time. Yes, every time at Thom McAn you get a shoe that's so good, it's the best-selling shoe in all America. \$7.95

Thom McAn

625 stores in 354 cities coast to coast
A Division of Melville Shoe Corporation

DISCOVERED! New joy of eating for health-loving American families!



NEW Enriched NUCOA is digestible even for babies*

**Enriched for the richer glow of health.
Made with doubly-pasteurized skim milk
and extra-light vegetable oils—
so easy to digest!**

Here's new joy of eating that embraces all your loved ones—*for New enriched Nucoa is good even for baby's first spread. Even more digestible than wholesome toast!

Richer in milk-minerals, too, than the most expensive spread! Everything that goes into New Nucoa margarine is good for you!

Nucoa—rich in 2 vitamins your child must get!

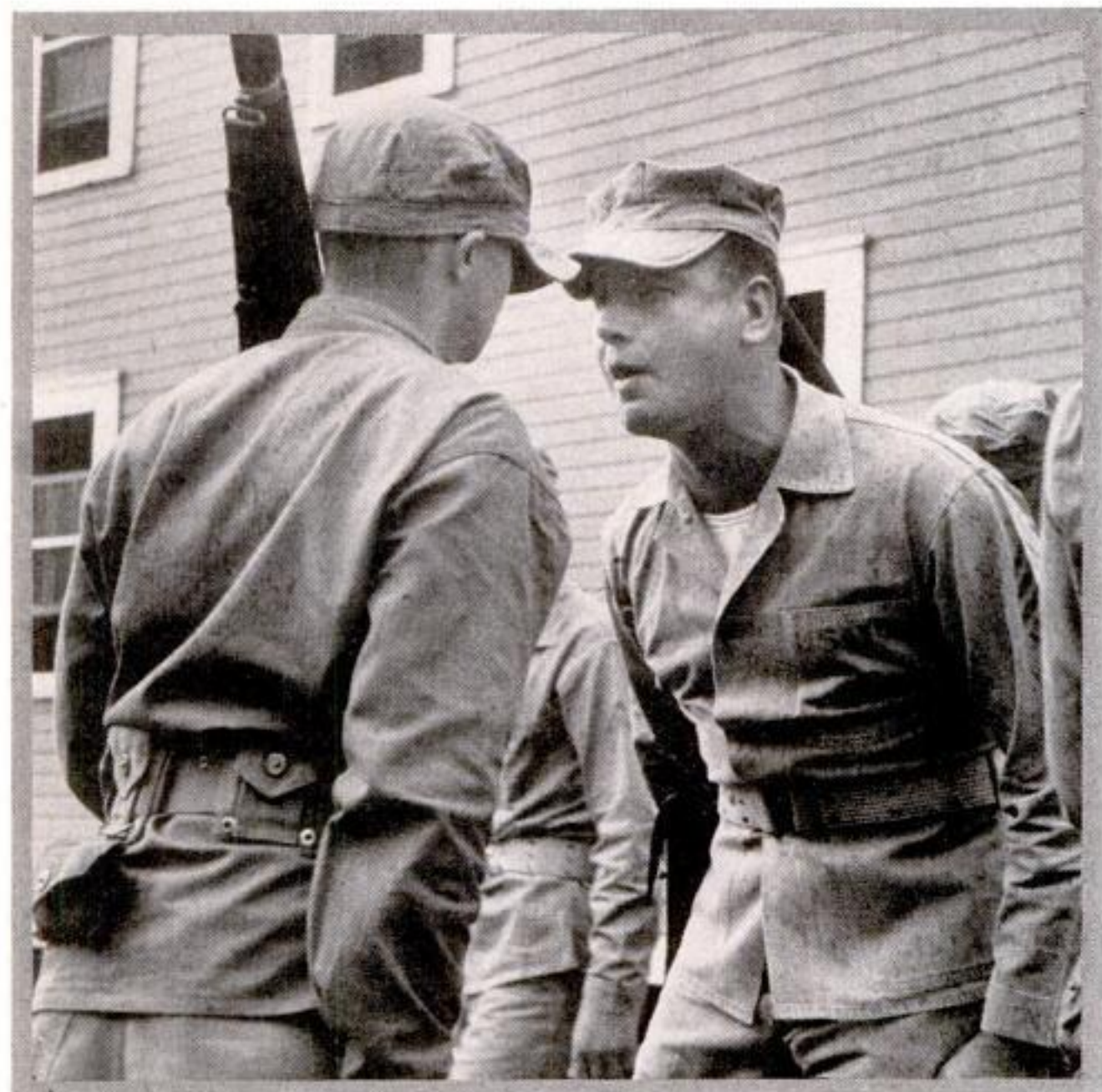
Even Nucoa's golden color comes from carrots to give your child Vitamin A. Essential to good vision, glowing health! He gets Vitamin D, too. Just 2 ounces of enriched Nucoa gives 62% of his daily need for Vitamins A and D!

Made and shipped fresh every day!

Not one pound of Nucoa is ever kept in cold storage. Fresh-made Nucoa is smooth and luscious on bread—heavenly in your cooking and baking. Discover New enriched Nucoa for yourself!

NEW ENRICHED NUCOA®—so good it's digestible even for babies!





THE TOUGH DI, Drill Instructor Sgt. Trope, was shown in LIFE in 1951 chewing out a boot at Parris Island, S.C. He is now at Camp Lejeune, N.C.

M/SGT. WEDS TOUGH DI

Terror of Marine boots is ranked by new wife

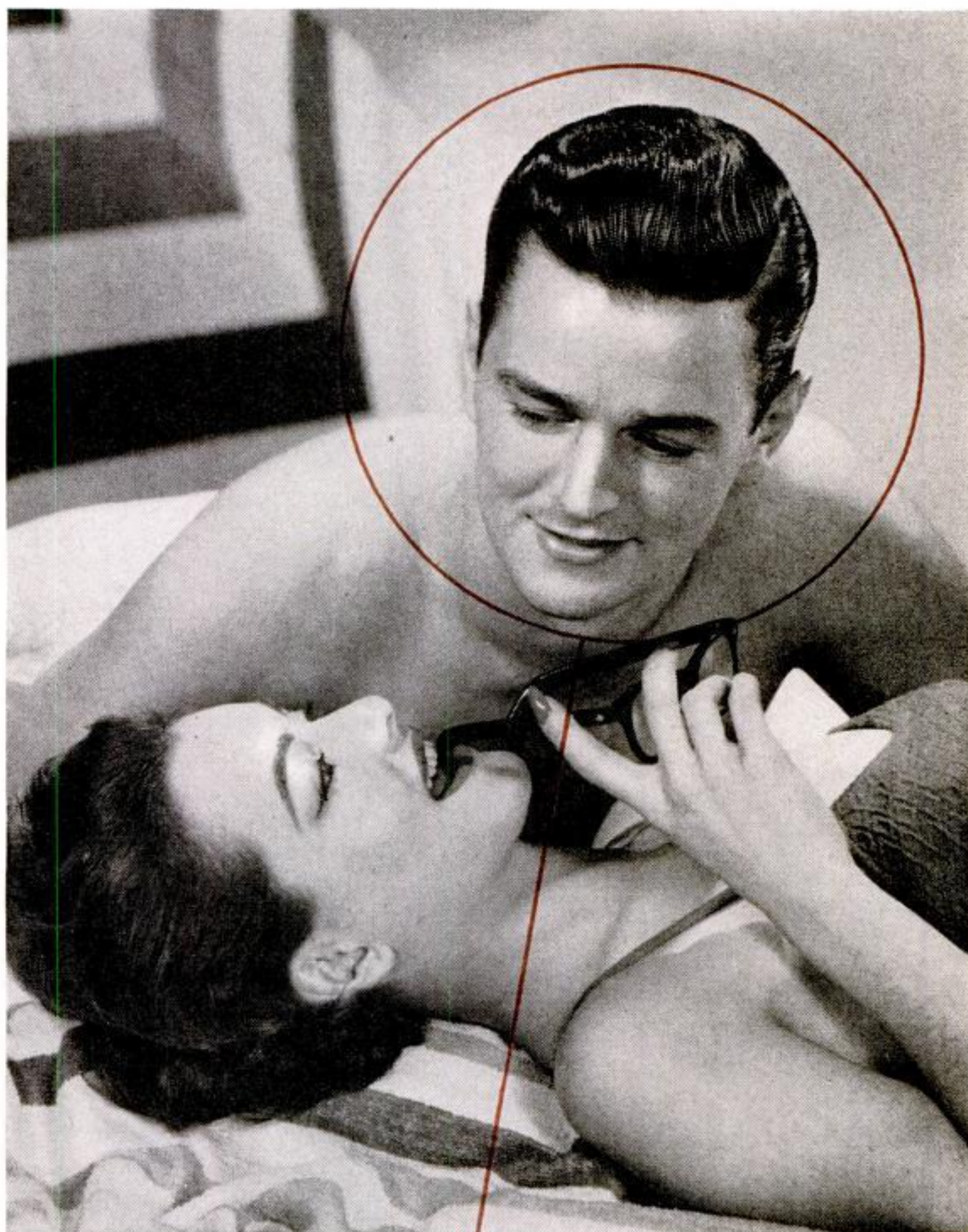
When Marine M/Sgt. Lydia Remolde explained to her commanding officer at the San Diego recruit depot why she wanted a leave, her C.O. gasped. "What! You're going to marry *him*?" "Him" was T/Sgt. William Trope, the rough and tough Marine DI (drill instructor) portrayed in LIFE a few years ago (Oct. 8, 1951) at his job of transforming young civilians into Marines. Master Sergeant Remolde, petite and sweet-voiced, met Trope when she was working in the chaplain's office at Parris Island. The courtship of the sergeants was cut short when Trope was off to Korea where he was wounded. Back in the U.S. last June, the technical sergeant resumed his wooing and proposed to the master sergeant. She accepted, making it clear that she would not surrender the prerogatives her extra stripe gave her. "He'll take orders the way he should." And so, this month, the sergeants were married.



THE TENSE BRIDEGROOM is steadied by his best man, 2nd Lieut. John Kelly, a former fellow-DI. Nervous Trope said "I will" twice at the ceremony.

CONTINUED ON NEXT PAGE

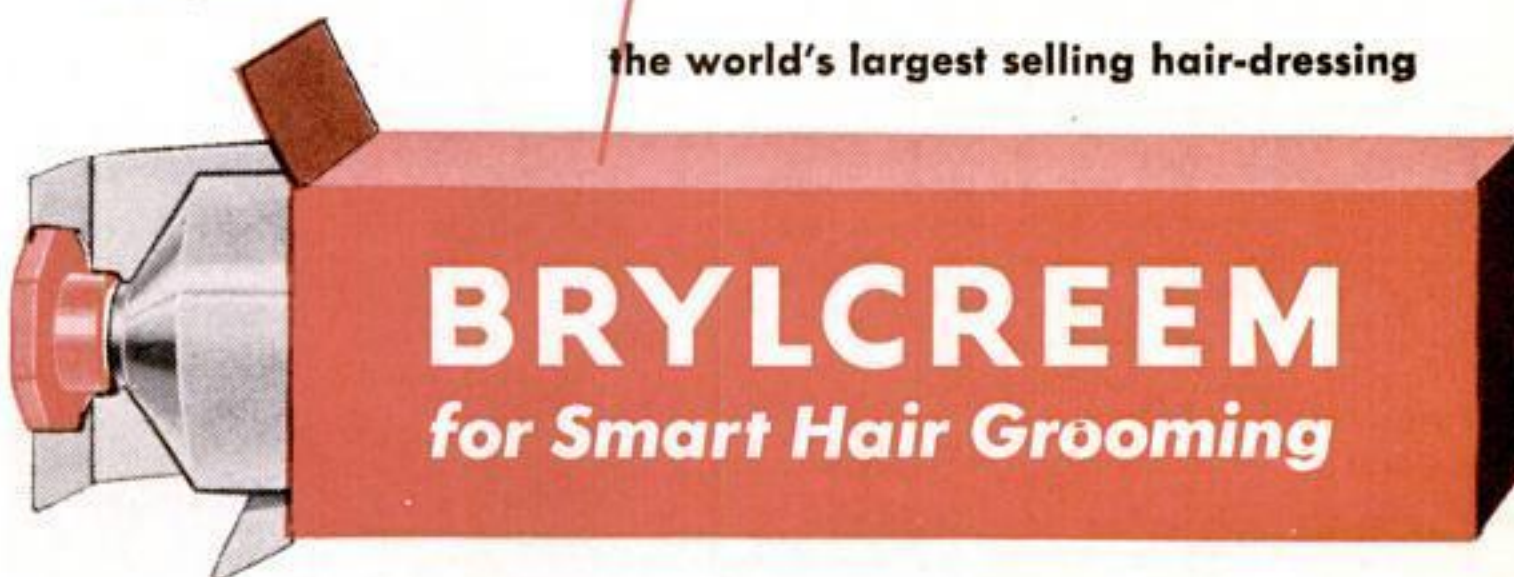
THE **SMART LOOK** IS THE
BRYLCREEM LOOK!



Instantly, Brylcreem improves your appearance. With the first application, your hair looks richer, healthier—more attractive! It's not greasy, not messy—*really* not greasy not messy; keeps your hair in place all day, looking soft and natural.

Brylcreem also *conditions* as it grooms . . . with massage relieves dryness and loose dandruff; leaves your hair and scalp clean, fresh, healthy-looking. So—try Brylcreem today. See how it keeps your hair lustrous and immaculate all day long. You'll soon discover why it's the world's largest selling hair dressing . . . why men buy over 50,000,000 packages a year! In tubes and jars—at drug counters everywhere!

the world's largest selling hair-dressing



BRYLCREEM
for Smart Hair Grooming

the rich cream that's

Not Greasy - Not Messy!

BETTER THAN BEER?



can it be?



Try Carling's Red Cap Ale



... and see!

With an open bottle and open mind—judge this different “light-hearted” ale for yourself. Like the many who have turned to Carling's Red Cap—you'll find it “light” as the smoothest beer, yet “hearty” as only true ale can be. Is it better than beer? Only your own taste can decide. Tonight, open a bottle of Carling's and see!



CARLING'S
Red Cap  **ALE**

© CARLING BREWING COMPANY, CLEVELAND, OHIO

M/Sgt. Weds DI CONTINUED



PULLING RANK, M/Sgt. Remolde tells her future husband, Sgt. Trope, to hold in his stomach. The order was prompted by Trope's suggestion she straighten her cap.

THE TWO SERGEANTS leave chapel after the ceremony. Trope kissed his wife so vigorously her white hat fell off. “Don't be so forceful,” she said.

WEDDING BOUQUET is caught by Pfc. Pat Stocker. Newlyweds will probably be assigned to same base in line with Marine policy of keeping service families together.



Action... Action... Action...

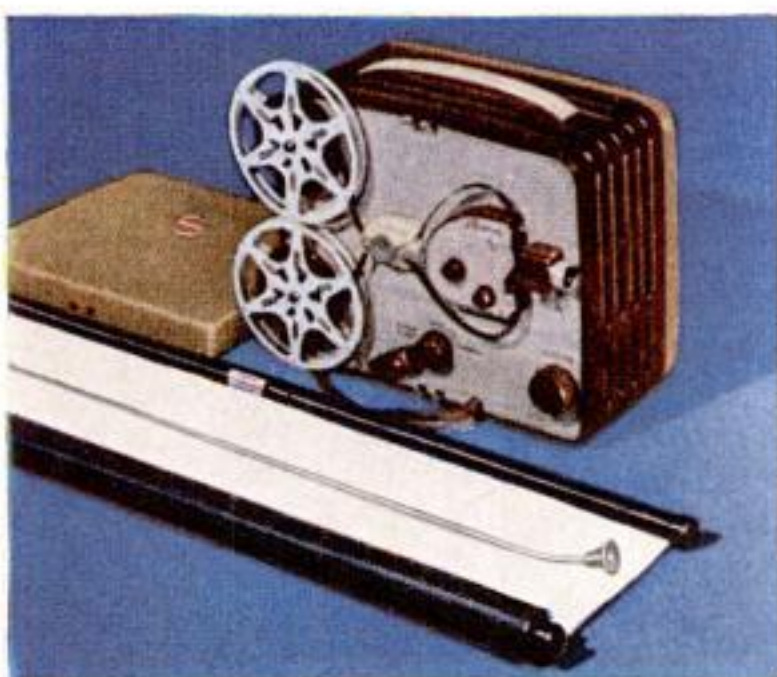
and only a
movie camera
can get it all!



Best we can do here is "stop" the action. But with your Brownie Movie Camera, you can capture your good times in *moving* pictures . . . with *all* the action, *all* the color, *all* the reality of life itself.

Cost? A single roll of 8mm. color film makes 30 to 40 average-length scenes . . . costs only \$3.75 including processing!

Ease? With the Brownie Movie Camera, home movies are simple as snapshots. But get the whole story for yourself from your Kodak dealer.



"Brownie" movies start to finish! Brownie Movie Projector shows all 8mm. movies crisp, bright . . . stills, reverse action, too! Only \$62. Brownie Projection Screen . . . beaded . . . a full 30 inches wide. \$4.50. Prices subject to change without notice and include Federal Tax where applicable

Movies at snapshot cost!

Brownie Movie Camera

only \$37⁵⁰*

Loads easily—no threading. Built-in exposure guide . . . fine, fast $f/2.7$ lens. Unbeatably low priced at \$37.50. Same camera with super-speed $f/1.9$ lens, only \$46.75. Either model gives you sharp, clear, full-color movies at the touch of a button. See the "Brownies" soon.

*Many Kodak dealers offer convenient terms



Eastman Kodak Company, Rochester 4, N. Y.

See "Photographic Equipment and Supplies"



"LET'S MAKE MOVIES"—Free booklet for those who have yet to enjoy personal movies. Spells out home-movie ease and economy . . . helps you decide what camera is best for you. See your dealer—or mail coupon to Kodak.



Dept. 6: Please send me my free copy of "Let's Make Movies." I do ☐ do not ☐ own a movie camera (please check one)

Name _____

Street _____

City _____

Zone _____ State _____

Kodak
—a trade-mark since 1888

THE WORLD WE LIVE IN: PART X

THE ARCTIC BARRENS

A frozen desert ringing the polar sea,
the tundra quickens in the summer sun

Text by LINCOLN BARNETT

Here where the fires of Phoebus touch the chariots of the Pole,
In the luminous night the wheel of the sun burns with a flame
Continuous, and the emulous night brings in the clear day. . . .
RUFIOUS FESTUS AVIENUS, *Descriptio orbis terrarum*

FAR in the north where the fabric of the forest frays, unraveling in a fringe of ragged brush, the land opens upon a bleak and barren plain. Here, dramatically, the horizon recedes into the immense distance and the sky arches hugely above an interminable expanse of frozen prairie. This is the tundra—the arctic desert which rings the Northern Hemisphere below the polar sea.

Of all realms on earth only the Antarctic is less known, less accessible. For although the edges of the tundra have often felt the step of man, its interior remains, as it has through history, remote, invulnerable, maleficent. To civilizations of the past the Arctic was only dimly discernible. Save for the Icelandic sagas there is little in literature about the Far North and, until recent times, even less in history. A Greek explorer, Pytheas of Massalia, reputedly sailed up the coast of Norway in 325 B.C. until he attained a region where the sun hung long and late above the red horizon. Though his own accounts were lost, his voyage was celebrated by many writers, most notably by the Latin poet Avienus 700 years later. Sometime in the Ninth Century, Iceland was settled by the Norsemen, and in four years between 982 and 986 Eric the Red explored Greenland and founded a colony there. Although the later voyages of Henry Hudson and other explorers awakened interest in the geography of the North, it was only in the last century that the outlines of the polar landscape took shape in any detail. It was not until April 6, 1909 that man—in the persons of Commander Robert Peary, U.S.N., his Negro companion, Matthew Henson, and four Eskimos—reached the North Pole.

Although popular fancy tends to equate the arctic and antarctic regions, they differ enormously. The South Pole is situated on a continent surrounded by water, the North Pole in a sea surrounded by the land of the tundra. Owing to its great mass and high elevation the Antarctic has the most savage climate on earth; below 60° south latitude no human beings live nor any trees nor land animals larger than insects. By contrast the Arctic is vastly more benign. Between 60° north latitude and the North Pole there are millions of human inhabitants; tall forests flourish and animal life abounds. In summer most of its land areas enjoy temperate and even warm weather. Snow melts, plants bloom, birds flock from the south. Even the arctic sea never freezes solidly; its ice floes, though 10 to 100 feet thick, circle the Pole in slow, incessant motion.

Unlike the Antarctic, which lies still in the grip of a glacial age, the Arctic is not a homogeneous region, but contains within itself two climatic zones. One is the polar region proper which embraces



UNDER A BROODING SPRING SKY A COMPANY OF CARIBOU FILES ACROSS A FROZEN

those parts of the polar sea, Greenland and a number of other islands where snow and ice never vanish, even in summer; the other is the tundra, where for two or three months out of 12 the face of the land turns green. The word tundra is of Lapp or Finnish origin, but it has passed into many other languages with many shadings of meaning. In its widest international sense it defines the enormous reaches of bleak, treeless plains encircling the earth between the polar sea and the world tree line, overlying most of northern Canada, Siberia, Russia, the Scandinavian countries and parts of Alaska. It exists only in the north; there is no tundra in the Antarctic.

Although here and there its flat countenance is wrinkled with occasional mountains and rivers, as in Siberia, or pocked by fields of frost-shattered rock, gravel or sand, as in Canada, for the most part the tundra rolls away, mile after empty mile, featureless and undifferentiated save for the innumerable lakes and ponds that blue-



LAKE IN THE CANADIAN TUNDRA. IN THE DISTANCE—LEVEL, DESOLATE, TREELESS—THE ENORMOUS BARREN LANDS REACH NORTHWARD TO THE SHORES OF THE ARCTIC SEA

spangle its monotonous expanse. Although the tundra covers one-twentieth of the earth's surface, it is largely unexplored and uninhabited. In Canada, for example, the barren lands cover approximately 400,000 square miles of a great triangle sprawling between the Mackenzie River, Hudson Bay and the shores of the Arctic Ocean. It was in the approximate center of this huge wilderness that a LIFE expedition, which had been flown in, encamped many weeks under the most rigorous circumstances to obtain photographs for this article.

Paintings by RUDOLF FREUND

Photographs by FRITZ GORO, JOHN P. KELSALL, HENRY F. VUORI, GÖRAN ALGÅRD, W. A. TOLBOOM, RANDOLPH R. BROWN, MAX GOOD, A. E. PORSILD, JOHN S. TENER, L. A. C. O. HUNT, A. L. WASHBURN, ROBERT BLACK, R. THORSTEINSSON, YOUSUF KARSH, V. E. F. SOLMAN, AND EVA BECKETT

The flatness of the tundra is partly the consequence of the titanic glaciation of the Pleistocene epoch when the great ice sheets freighted the earth. For tens of thousands of years their enormous mass lay upon the tundra regions, scouring the tops of hills and ridges, planing away all angles, grinding the face of the land. Now, across most of the tundra, a mound a few hundred feet high may loom like a mountain peak, visible 20 miles away. It is only when the sun hovers close on the horizon that its level rays suddenly define with high-light and shadow the faint profile of the arctic plain.

The distinctive feature of the tundra and, indeed, its architect and sculptor is permafrost, the name given by geologists to permanently frozen ground. Yet the congealing frost that solidifies the soil to depths of hundreds of feet is not completely permanent. Each summer the topmost few inches thaw, permitting the growth of arctic vegetation. It is this limited thaw that gives the tundra its special

CONTINUED ON NEXT PAGE



THE TREE LINE, where the northern forests end and the arctic plain begins, is defined by the snow-clad evergreens edging the northern shore of Canada's Great Bear Lake. Within a few poleward miles the crowded trees thin, then vanish.

THE BARREN GROUND of the open tundra, grooved by the passage of glaciers and pocked with countless ponds, stretches vast and dreary under a pallid sun. Little vegetation appears on its bleak surface and there is no sign of animal life.



ARCTIC BARRENS CONTINUED

character. It does not penetrate deep enough to encourage the roots of trees, save for a few stunted, specialized forms. Nor does it go deep enough to permit efficient surface drainage. Hence most of the rain and snow that descends is trapped in numberless lakes and ponds which form in every small depression and cover half of the tundra surface. Since the permafrost hardens the land almost to the solidity of stone, erosion by wind and water is reduced to a minimum and the few rivers that crease the tundra meander to the polar sea between flat and shallow banks. The southernmost extension of continuous permafrost—the permafrost line—marks the lower limit of the tundra and the approximate upper limit of the world's forests. It is here that the Arctic begins and ends. Although circumpolar, the permafrost line is extremely irregular, dipping far south in certain regions, such as the shores of Hudson Bay, and veering 1,500 miles to the north, high above the Arctic Circle, in the western portions of Canada and much of Siberia.

For nine months of the year the heart of the mainland tundra lies in the long clutch of winter. Day by day from September onward, the sun settles lower and lower toward the horizon, and the nights grow ever longer. Lakes and ponds vanish under sheaths of ice, and flowing waters are stilled. The first snows come early, and though generally light, quickly cover the barrens, softening land forms and converting all the world into an infinite, unvarying monochrome. On days of overcast the white land and the white sky seem to blend into an endless void. North of the Arctic Circle the sun drops below the horizon in early December and then the great cold descends and the skies shimmer and glow with the ghostly fires of the aurora borealis. Not until mid-January—and even later in higher latitudes—does the sun return briefly, casting pale rays across the frozen earth but presaging no spring for many a month.

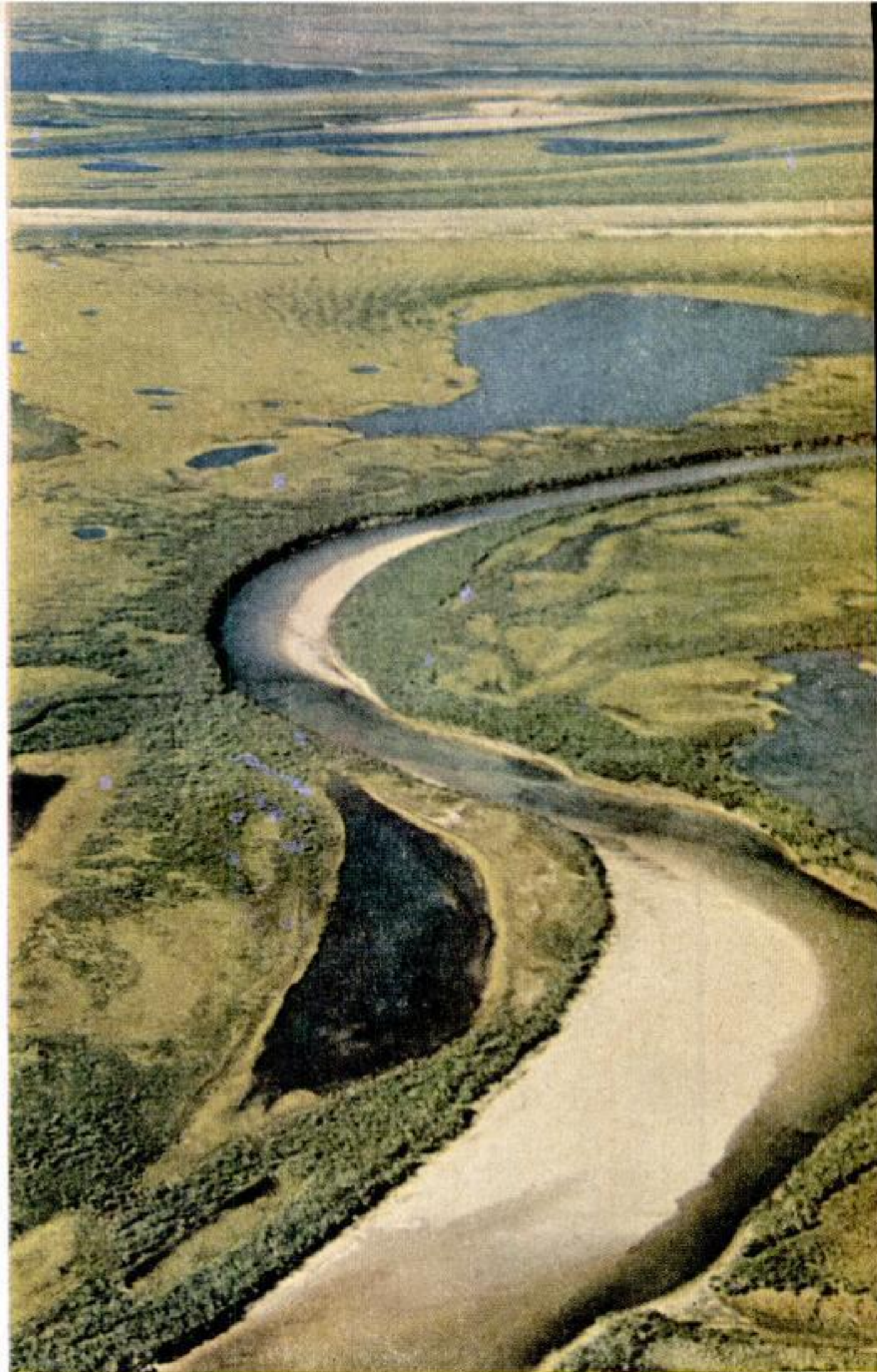
Toward the end of May, when the sun once more circles the horizon day and night, the snows melt and the ice on rivers and lakes breaks up noisily, casting weirdly shaped blocks on the muddy shores. Yet this early spring does not at once alleviate the desolation. For now the melt waters collect in dank pools, drowning lichen and moss. Clouds mass and curtains of mist enshroud the sullen land. It is not till the middle of June that the arctic plants begin to stain the sodden earth with green. Then swiftly, miraculously, warmed and nourished by the constant sun, flowers appear—forget-me-nots, lupins, poppies—bejeweling and transfiguring the landscape. The muddy shores of lakes and streams become gilded with gold and green. Birds arrive from the south and loud insects fill the air.

From May to July there is no darkness. At night, when the rose-pink sun poises briefly below the rim of the horizon, the sky remains suffused with life-breathing light. It is in this brief interlude of summer that the tundra comes fully alive. Hundreds of species of arctic plants spread across the bogs and muskeg marshes, transforming drab straw-colored expanses of brittle stalks and desiccated moss into lush carpets of green. But the green soon turns to red and gold, for the first bleak breath of autumn comes out of the North before August ends. By late September the land again is white.

Though sections of the tundra have been inhabited by aborigines for thousands of years, to the eyes of civilized man its principal quality is loneliness. From time to time strings of caribou wander across the central wastes. Here and there musk oxen or solitary bear appear. In summer there are birds and innumerable hordes of mosquitoes. For most of the year, however, the tundra stands as an ultimate wilderness, empty and austere. Yet for some men who have known it the tundra has its fascination—the enchantment of open space and sky, of untouched nature and untrodden land. And to a few who call it home the tundra sometimes appears a place of beauty. A Caribou Indian once remarked to a priest who had been trying to convey to him an idea of the Christian heaven: "My father, you have told me that heaven is very beautiful. Is it more beautiful than the country of the musk ox in summer, when sometimes the wind blows over the lakes, and sometimes the water is blue and the loons cry very often? That is beautiful, and if heaven is still more beautiful, my heart will be glad, and I shall be content to rest there till I am very old."

CONTINUED ON NEXT PAGE

AN ICE-GIRT HEADLAND rises above the grinding, wind-blown floes of the arctic sea on the western edge of the Melville Peninsula. Now, in early August, the grass grows green on the sun-warmed summits of these thousand-foot-high hills. →



A WINDING STREAM meanders in broad curves across the tundra's level plain, missing rather than joining the lakes along its way. This is the Thelon River, largest in the Canadian barrens.



STORM RIDGES of frost-shattered, sea-strewn rock ornament the raised beaches of Southampton Island. The successive ridges were formed as the land, freed of its vast ice load, rose out of the sea.





STUNTED BIRCHES rising white and frozen from the snows of Abisko, in Swedish Lapland, reveal the inhibiting effect of the bitter northern climate on even the sturdiest of vegetation. These trees, the only kind that grow in the Abisko hills,

mark the beginning of alpine tundra—the sparsely forested wastelands characteristic of the high altitudes. The arctic tundra, where the climate is generally too cruel to support even such hardy dwarfs as these, lies 800 miles farther north.



LAKE BREAKUP marks the height of spring in the far north. In the big lakes melt water sometimes spreads over the ice, completely drowning it until, thawed at the edges, the whole ice pan breaks from the shore and floats to the surface.

THE CLIMATE OF THE TUNDRA

NO place on earth experiences such vast annual extremes of weather as the arctic tundra. In winter it is colder than the ice-packed arctic sea, colder than the North Pole itself. For the oceans tend to warm the polar area, while the more southerly land masses lie refrigerated in winter beneath their shields of snow and ice. Although the temperature never drops below -62°F. in the arctic ice pack, a weather station on the fringe of the Canadian tundra once recorded a low of -82°F. , and comparable temperatures have been reported in the tundra bordering Hudson Bay. The lowest temperature ever known on earth, -95.6°F. , was recorded at Verkhoyansk below the southern edge of the Siberian tundra, 1,500 miles from the North Pole. In summer, however, the arctic tundra basks in the rays of the ever-present sun. Temperatures of 50° are normal and days of 60° and 70° not uncommon. A record high of 100° was once reported at Fort Yukon.

By contrast again with the bitter Antarctic, the arctic tundra is one of the least stormy regions on earth. During the winter it is overhung with a semipermanent high-pressure air mass, characterized by still, dry air. Since daily variations in temperature are slight, owing to the scant hours of sun in winter and its continual effect in summer, the tundra seldom experiences the fluctuating air movements that engender changes in weather. Strong winds are infrequent. (The average for the Canadian tundra is 6 mph.) It is principally in spring and fall that storms descend. Even so, total precipitation for the tundra averages only 11 inches a year—less than in certain desert areas. Warm-weather rains account for most of this; the annual snowfall in the Canadian barrens is less than the equivalent of two inches of water.

It is a paradox of the tundra that it combines innumerable lakes, marshes and bogs with an arid climate. Yet these sodden wastelands are created largely by the poor drainage imposed by the permafrost beneath the surface. Today, as world temperatures rise, the permafrost appears to be retreating by a few hundred feet a year. If it disappears entirely, permitting drainage, while rain and snowfall remain the same, the tundra may someday become the greatest desert on earth.

CONTINUED ON NEXT PAGE



CANDLED ICE, formed when melting ice is reconstituted into vertical crystals or "candles," lies 10 feet up on the shore of a lake where it was driven by the relentless thrust of the entire massive ice pan moving ponderously down wind.



SPRING TORRENTS, swollen with the run-off water of melting snow, course wildly across the tundra during breakup, emptying into the sea and the larger lakes. Lacking any permanent water source, they disappear completely in summer.



MUSK OXEN feed on the purple saxifrage of Cornwallis Island. When danger threatens, these animals stand shoulder to shoulder in a protective line to defend themselves and the young of the herd.



ROCK PTARMIGAN, conspicuous in their winter plumage against a snowless countryside, feast on cranberries near the shore of Hudson Bay. During the bitterest months of the winter these ground-dwelling birds travel to the nearest

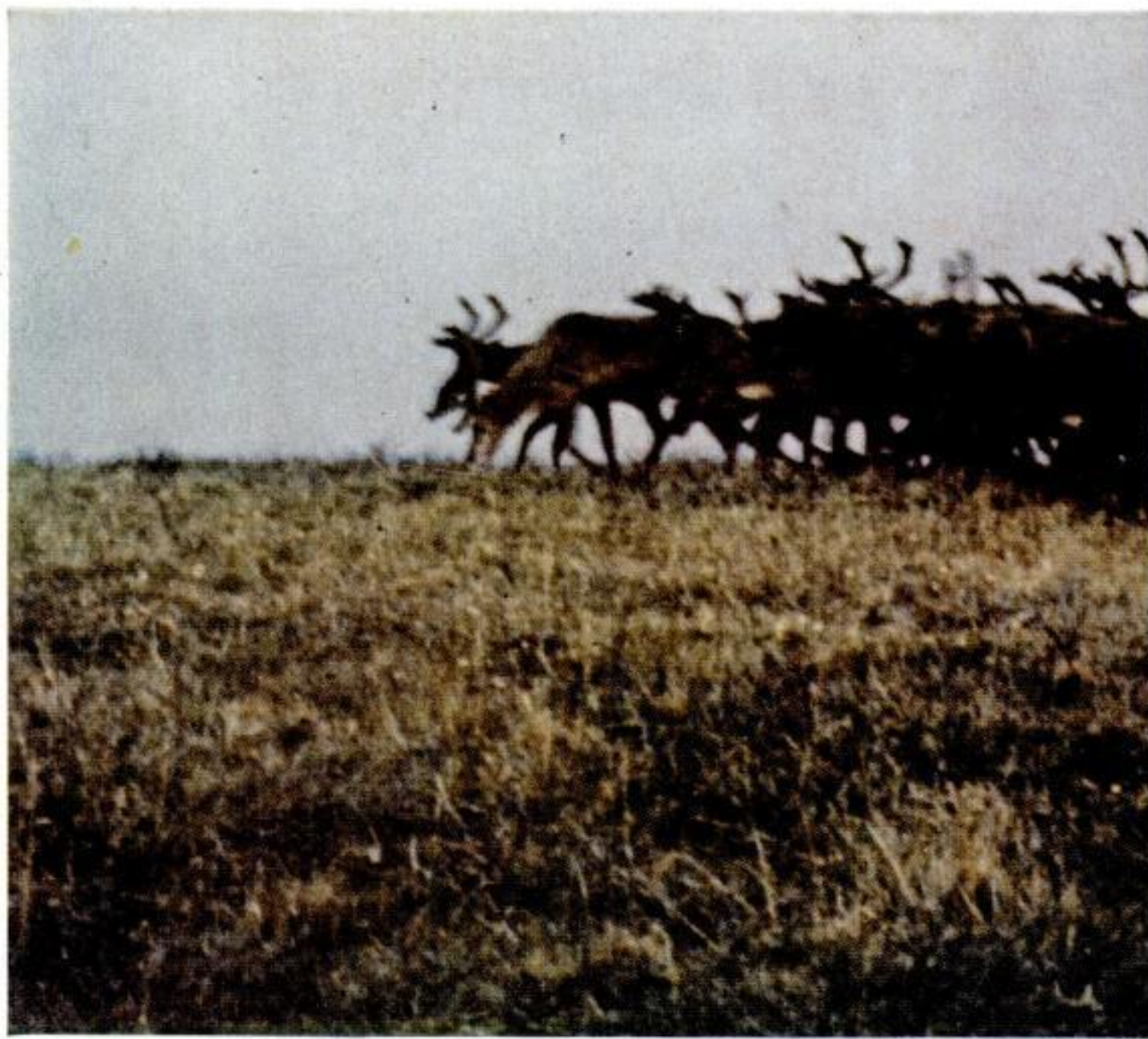
A WIDE LAND FOR WANDERING

LIKE all harsh, uncompromising lands the tundra shapes the habits of its animal inhabitants. Some are by disposition solitary while others seek the company of their kind. Yet, singly or in groups, the creatures of the tundra must wander ceaselessly across the barren plains in quest of food. Bound together by mutual necessity and common impulse, companies of caribou, musk oxen, arctic hares and ptarmigan punctuate the solitude of the wilderness.

Of all the tundra residents the most conspicuous are the caribou, or arctic deer. Unlike the domesticated European reindeer (from which they are virtually indistinguishable), the caribou are continually on the move. Traveling in extended ranks or files, they follow a generally predictable migratory pattern, seldom diverging from a chosen route even when pursued by wolves or goaded by the fierce flies that harry them unendurably in the summer months. Their migrations are influenced in part by the exigency of finding new forage grounds and in part by the reproductive instinct.

Each spring before the first thaws dissolve the surface snows the caribou emerge from the forests where they have wintered and head out across the tundra, with cows and yearlings leading the way and the bulls straggling several days behind. Ever northward across the greening tundra, across rivers and lakes, sometimes to the shores of the polar sea, the cows press on until in the farthest of the tundra's ranges they halt at last and drop their calves. Perhaps a fortnight later when the calves are strong enough to travel, the herd turns about, and now with the cows in the wake of the bulls, they start slowly back toward the forests in the south. Late in the summer the sexes intermingle and travel in mixed herds. The rut occurs just north of the tree line in late October or early November and lasts about two weeks. Then, leaving the snowbound tundra, they re-enter their winter sanctuary in the woods.

The only other large gregarious mammal of the tundra is the musk ox. Where the caribou population of the Canadian tundra is estimated at about 750,000, the musk ox seems to have been reduced in numbers. Today there are only a few hundred left on the mainland, with perhaps another 35,000 scattered along the coasts of Greenland and some of the arctic islands. They are extinct in Europe and Asia. Unlike the caribou which ranges restlessly over many thousands of square miles, the musk ox tends to stay at home, often passing his entire life in a radius of a hundred miles. In some ways he is better equipped than the caribou for existence on the open tundra. His dietary demands are as simple and he has the same ability to forage underneath the snow. But his thick coat defends him against the cold of winter and the ferocious flies of summer; his agility, heavy horns, and defensive tactics render him immune to wolves. Placid, unaggressive and highly edible, the musk ox has had one implacable enemy: man.



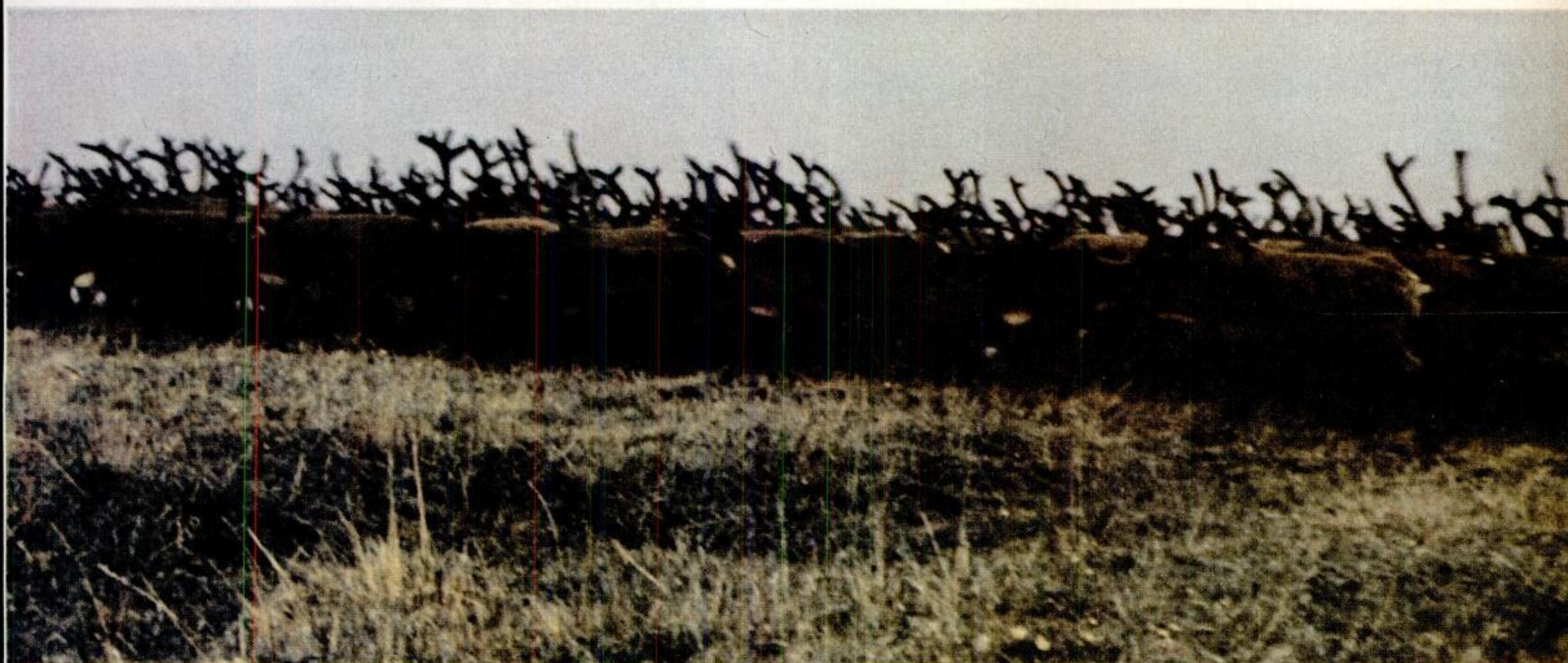
ARCTIC DEER move slowly across the tundra, a press of dun bodies under a forest of clubbed antlers. These are bucks and does traveling together. They are part of a herd of 4,000 animals on Richards Island in the Mackenzie Delta





shrubby—usually along river banks—seeking shelter in this meager cover from the occasional high winds that sweep the frozen prairie. In spring they return to the open lands, brown-feathered and black-barred, to nest on the bare

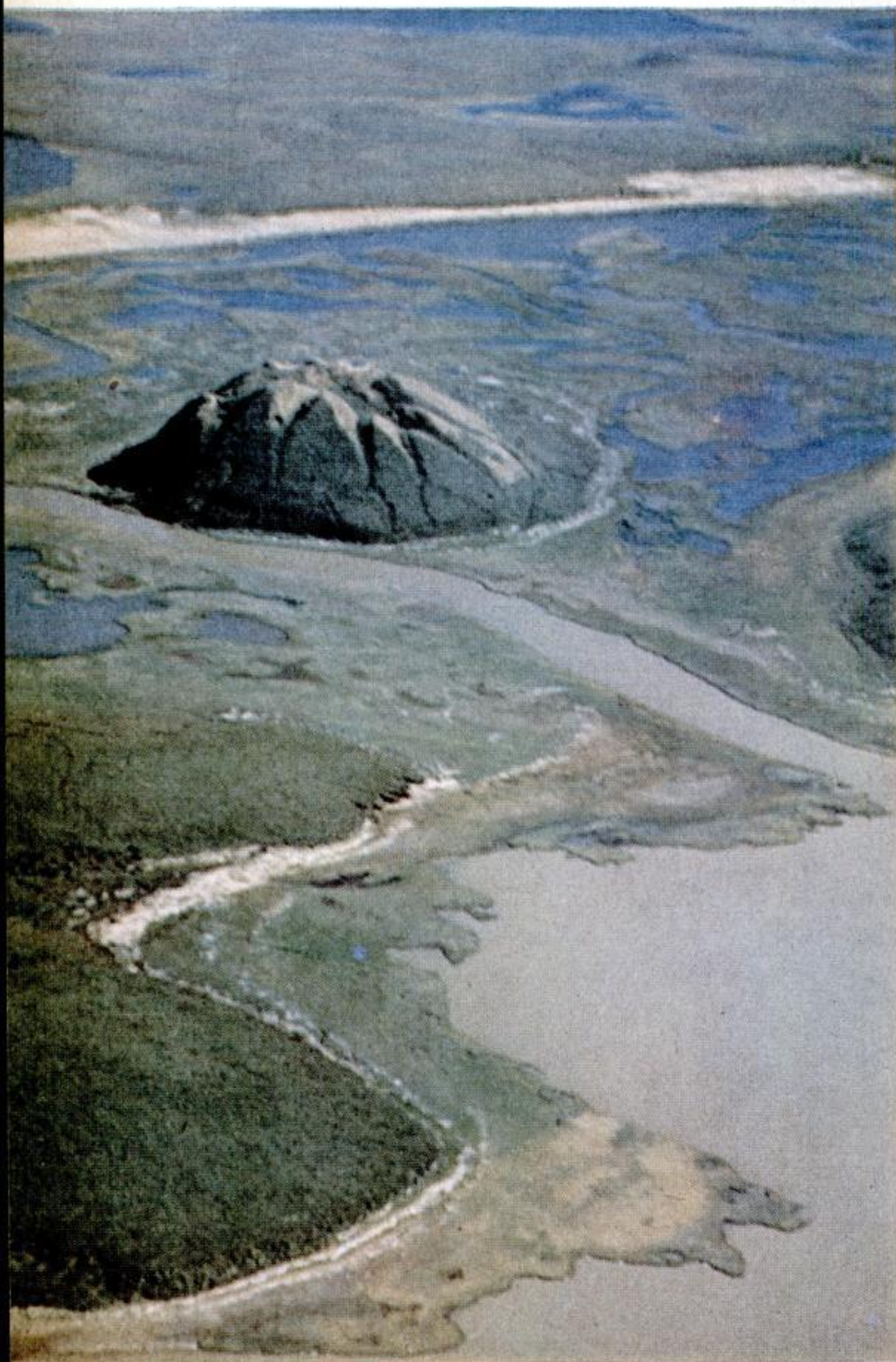
ground. Protected by their summer coloration, the nesting birds are almost indistinguishable from the drab hummocks among which they sit and thus survive despite the hawks which circle overhead and the lean foxes that prowl the barrens.



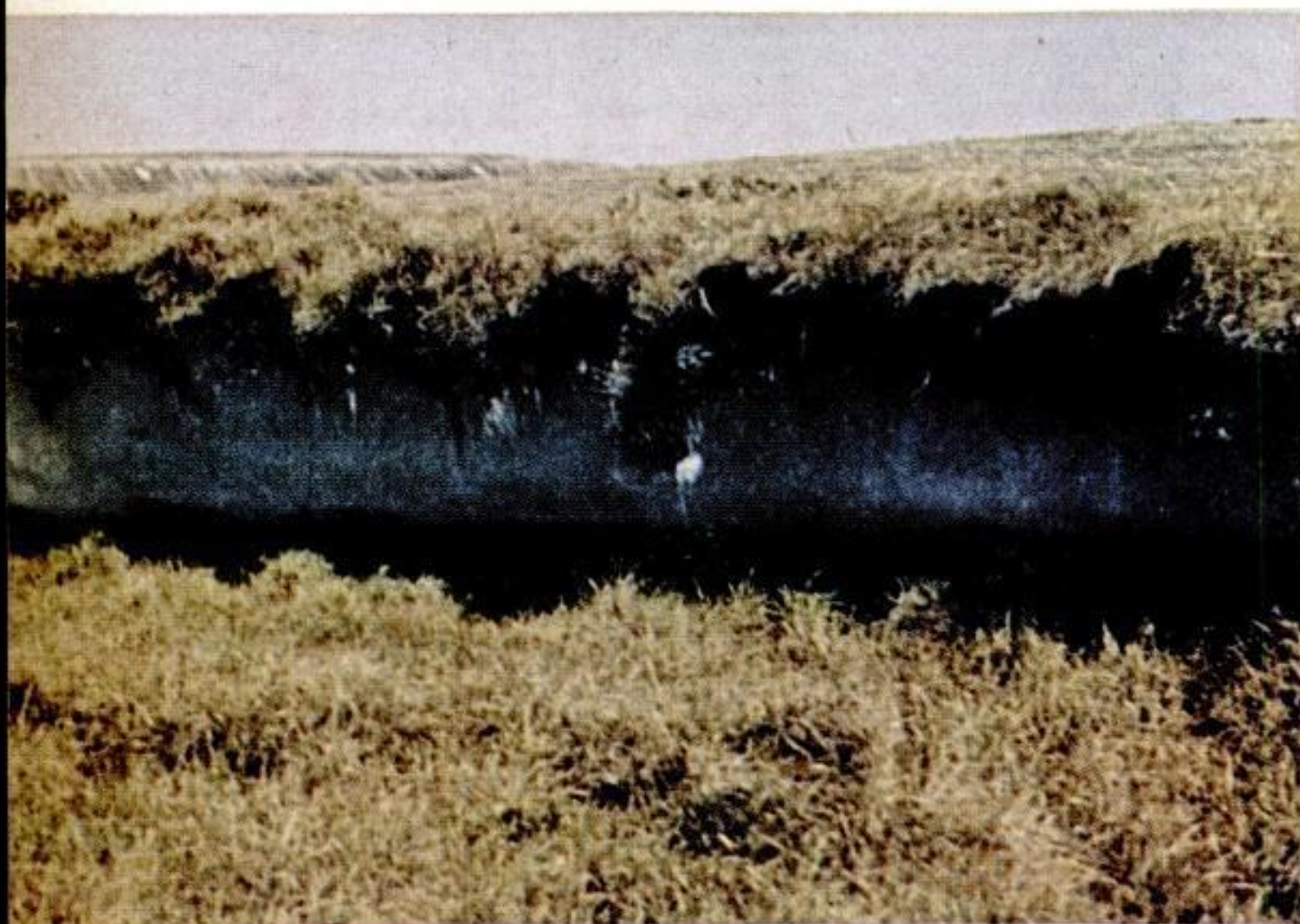
ARCTIC HARES, more gregarious than their southern cousins, scamper away in an orderly pack across the rocky soil of Hare Point on Ellesmere Island. The hares of the southern tundra change color in spring, as do the ptarmigan and

other arctic creatures. But the hares of the far north remain white the year round since snow is on the ground most of the year. Present everywhere in the Arctic but nowhere common, they are efficient foragers, reaching a weight of 14 pounds.

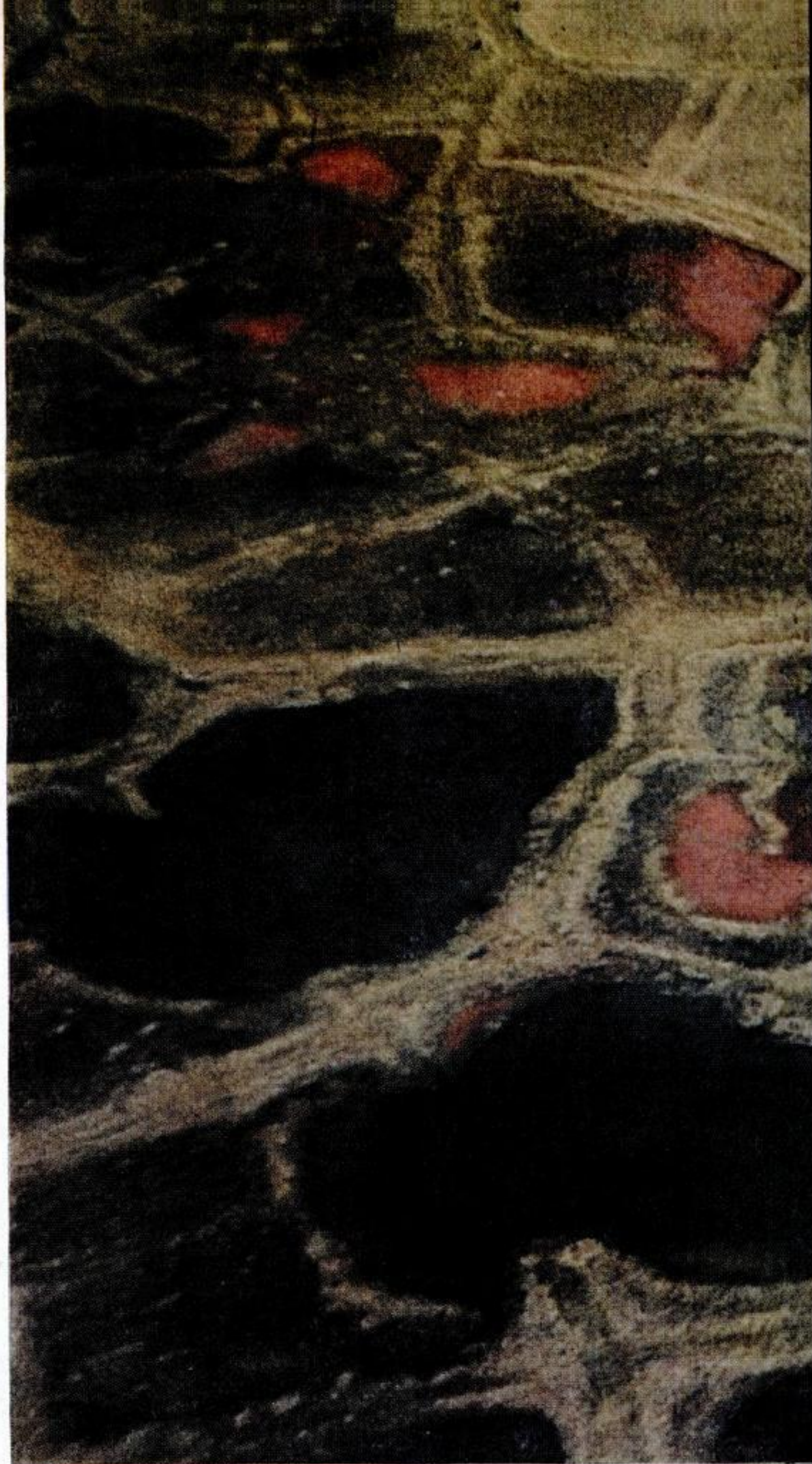




A GIANT FROST HEAVE, called a pingo, rises 330 feet from the floor of an old lake bed in the Mackenzie Delta. Its dark outer covering of earth is mantled with lichens and other vegetation, but its exposed core consists of solid blue ice.



A LAYER OF GROUND ICE, two feet thick, lies sandwiched between a cover of grassy vegetation and a base of silty clay. Exposed by the erosion of spring freshets, this layer may have been formed when a pond froze and was then buried.



A PATTERN OF POLYGONS decorates the land surface near Pitt Point, Alaska. These regular geometric forms are created by the action of ground frost and are common throughout all tundra regions. In the same way that the exposed mud of

FIGURES IN THE EARTH

THE physical features of the tundra seem to exist in two dimensions. There are no great heights or depths, no geological panorama of mountains being uplifted or valleys carved. For untold years the underlying permafrost has helped to preserve from the ravages of erosion the gentle contours of the tundra. Yet bland and immutable as its visage appears to be, the tundra has its lineaments which alter year by year. For the permafrost and winter cold that prevent deep, basic changes serve also to effect a great variety of minor changes in the few upper inches of the surface soil which annually are liberated from the shackles of the ice. Here there is ceaseless activity. A result is the curious tundra phenomenon known as "patterned ground."

The patterns formed may take the shape of circles, polygons or stripes, clearly outlined by ranks of stones, lines of vegetation or grooves in the surface of the soil. Of many theories advanced to account for these figures in the earth, one of the most generally accepted points to the process called multigelation: the periodic expansion and contraction of the soil during repeated freezes and thaws. Patches of fine silt and clay absorb more moisture than coarser soils. When the ground freezes, these finer materials, containing more water, undergo greater expansion; and the coarser materials—gravel and stones



a drained lake bed is cracked into patterned plaques by the drying action of the sun, so the tundra soil is dissected by the shrinking action of intense arctic cold. These polygons measure 30 to 50 feet in width. Eventually, as the angular

—are thrust radially outward in all directions. At the next thaw the finer materials contract again, adhering together, while the stones and gravel remain where they were placed by the freezing action. This process, repeated season after season, eventually results in a sorting of soil materials wherein the stones are relegated to the outer rim of an ever-expanding circular figure ranging from a few inches to 30 feet in diameter.

But many other factors are at work shaping the geometry of the tundra surface, and its figures have many variants. Often polygons are formed. And often the circles and polygons are outlined by grooves instead of stones, which may remain distributed haphazardly in the central area; these are known as "nonsorted" patterns. On slopes the slow downhill creep of unfrozen soil over permafrost acts as a leveling agent on the tundra's land forms and sometimes elongates circles and polygons into vertical stripes. Vast areas of exposed bedrock are recurrently shattered and dissected by frost action. Here and there huge slabs have been heaved upward in a vertical position like the mysterious monoliths of Stonehenge. Elsewhere small columns of frozen soil, furred with vegetation, rise abruptly from the tundra floor. Most spectacular of all are the giant volcanolike mounds called pingos (*above, left*) erected by the tremendous pressures that occur when layers of unfrozen material are squeezed between a frozen top layer and the permafrost basement and erupt finally to the surface.

structures continue to evolve, each of them will develop a raised center. Shown here in mid-July, the polygons are bright with summer vegetation and checkered with patches of shallow standing water, trapped in the forms by the raised edges.



A MEADOW OF MOUNDS, stone strewn and barren, stretches along the stark coast of Cornwallis Island. These irregular shapes are immature polygons, about six feet across, their boundaries accentuated by the erosion of running water.



MUSK OX

ARCTIC HARE

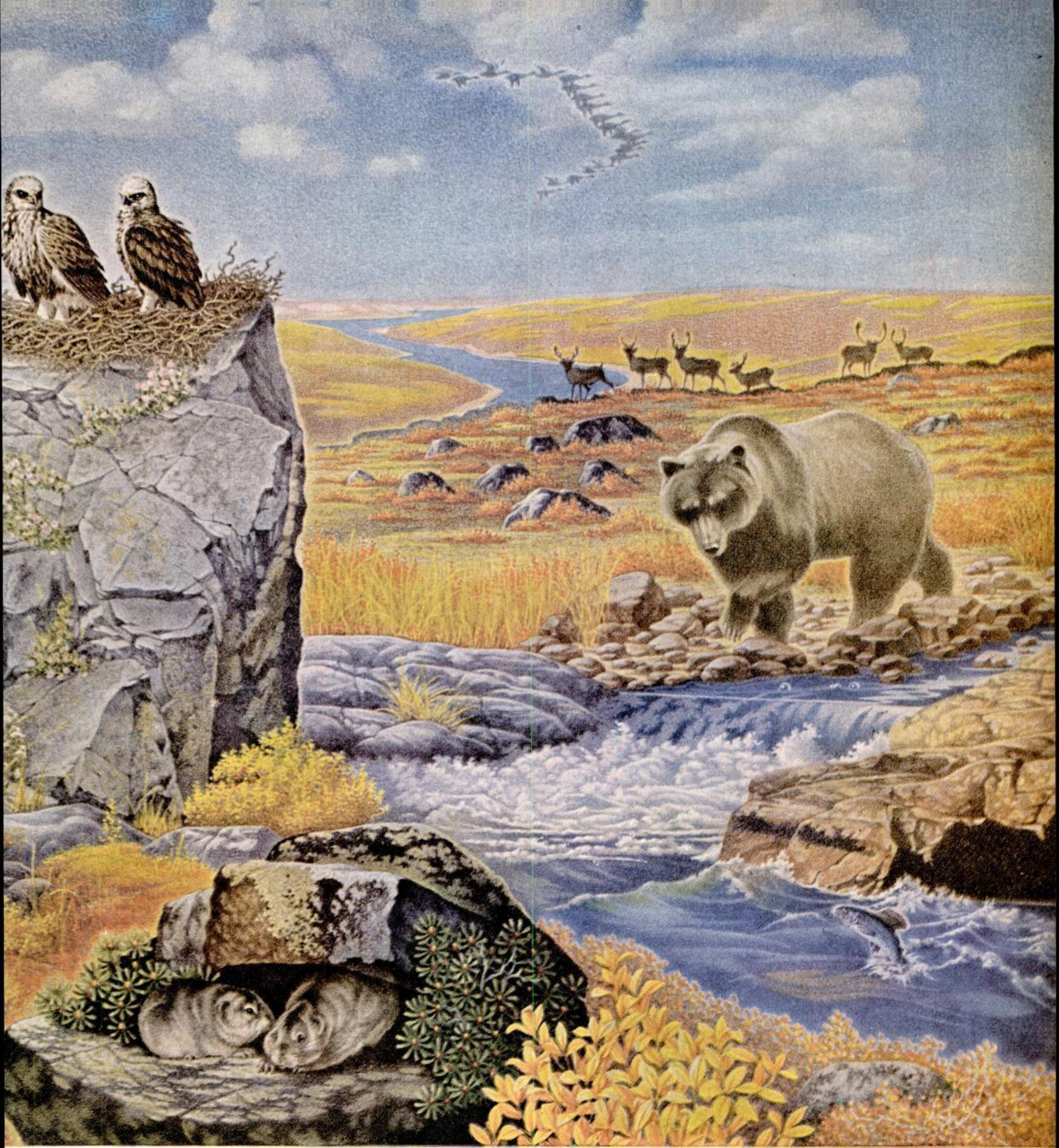
ARCTIC WOLF

LIFE IN WINTER AND SUMMER

FROM any one perspective the tundra sprawls between curved horizons like a forsaken void of nature, vacant of movement and of life. In the desolate vistas of the arctic plain solitary creatures are lost to view. Yet this impression of utter emptiness is illusive. The painting on these six pages discloses the procession of living things that pause on a segment of the Canadian tundra landscape as the

arctic year unfolds. Even in winter, when lakes are frozen and the land lies blanketed in snow, a few hardy creatures stir on the inhospitable wastes. In the bright, warm months hordes of summer visitors sweep up from the south and the muskeg marshes shimmer with the wings of many migratory birds.

Unscarred by roads or human habitation, the tundra provides a vast natural habitat for the arctic animals that have adapted themselves to its exigencies and made it their domain. Here in the Thelon Game Sanctuary of the Canadian Northwest Territories—a wilderness



YOUNG ROUGH-LEGGED HAWKS

COLLARED LEMMING

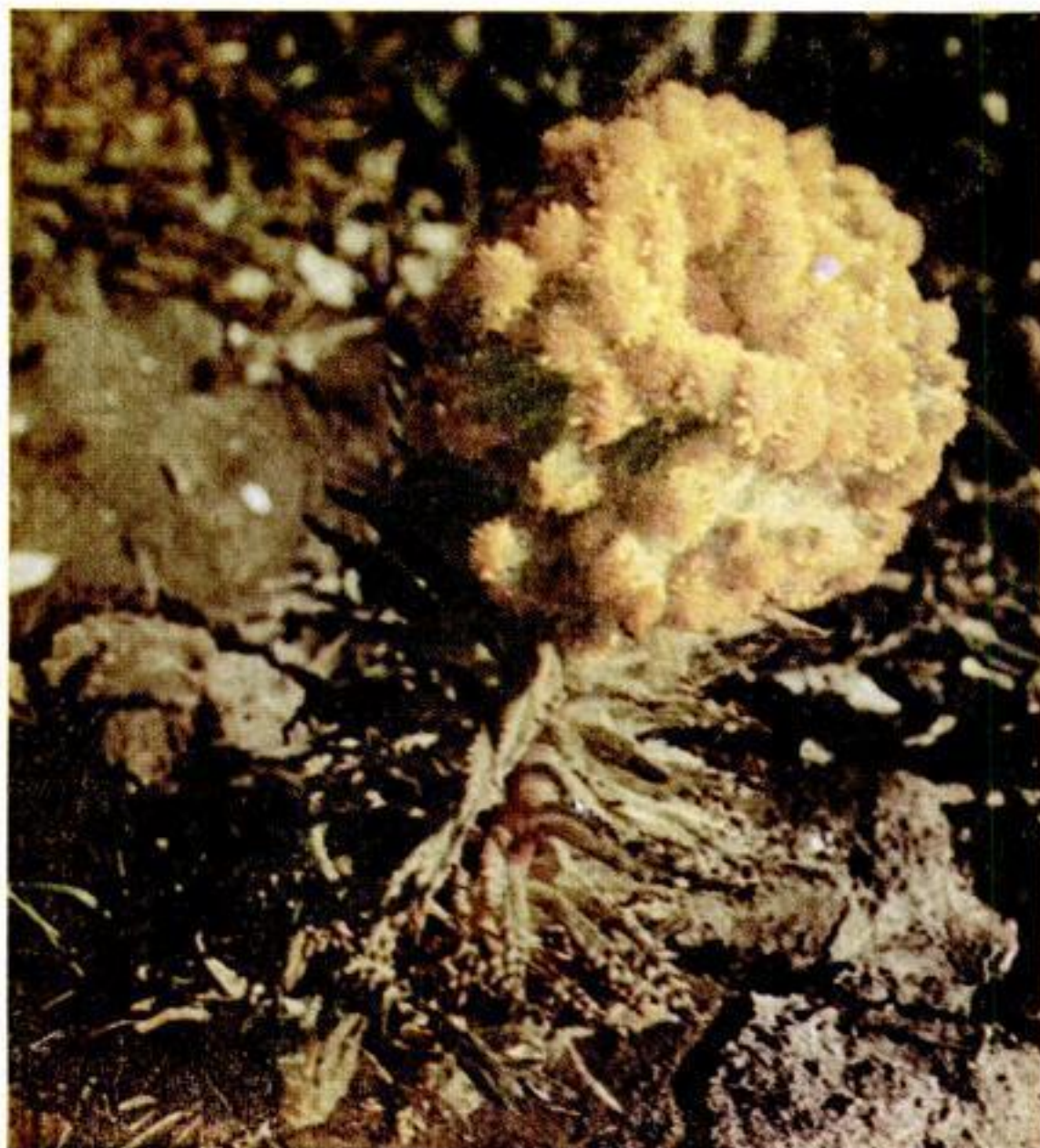
BARREN-GROUND GRIZZLY
ARCTIC GRAYLING

by a corresponding drop in yearly fox fur yields from the barren lands.

In this season the barren-ground grizzly bear, mightiest animal of the tundra, stalks hungrily across the russet plains. For all his fierce appearance he is not a threat to caribou or any of the larger mammals, but confines his predations largely to rodents like the ground squirrel whose private root caches he likes to raid. Essentially a vegetarian, he appears indifferent to such delicacies as the arctic grayling, even when one leaps from the water before his eyes. For the most part he fills his belly with a variety of arctic plants—masu root, licorice root,

berries—and occasionally when times are hard he will even down a few tufts of grass.

Gradually as the days of autumn wane, the sounds and movement of the summer fade with the fading sun. The last straggling platoons of caribou disappear over the southern horizon. The final echelons of geese pass overhead, knifing the air in clean formation, and the skies echo for the last time their lonely parting cry. Then silence descends upon the barren grounds. Soon the white snowflakes will fall and the tundra again will sleep in the immense solitude of the arctic night.



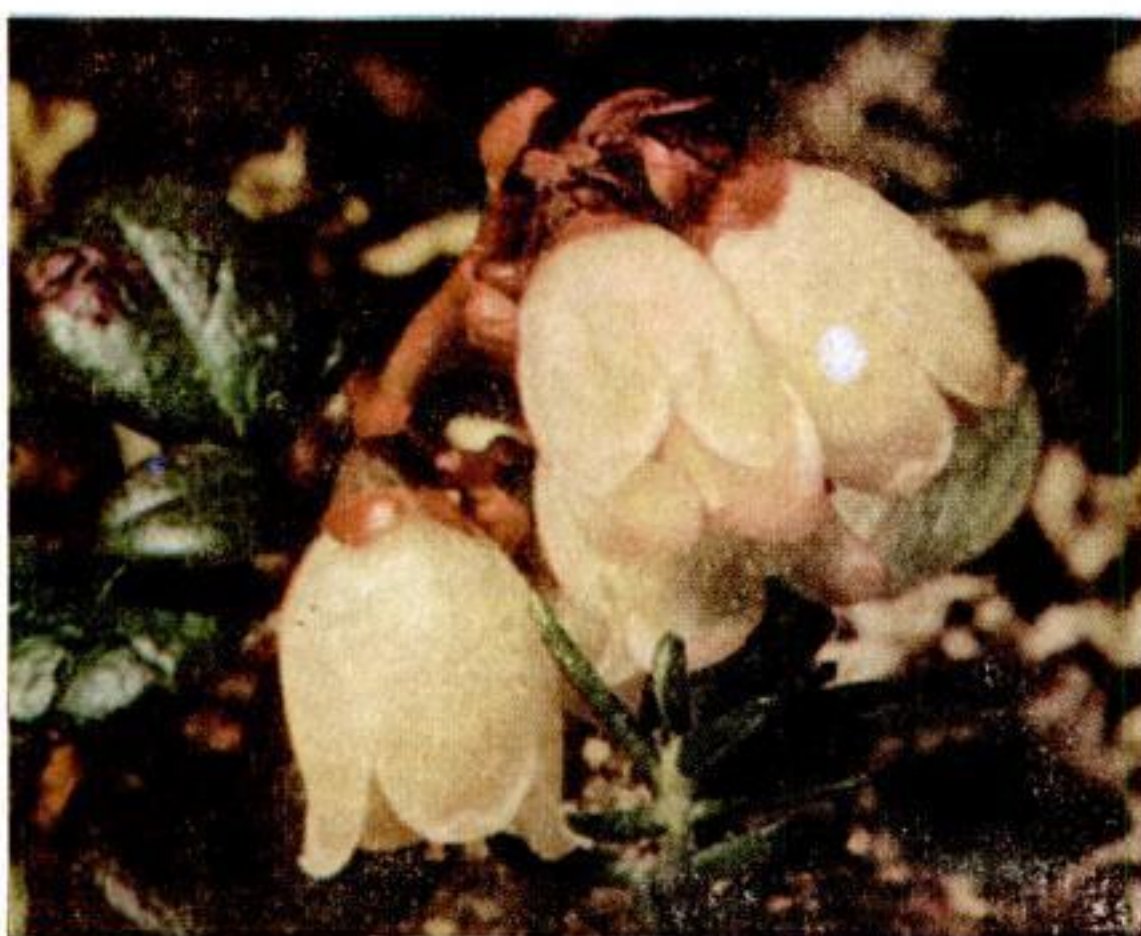
MARSH FLEABANE, a golden hemispherical cluster of many heads on a single erect stalk, is a flowering tundra plant that is able to grow only in wet, marshy muskeg of the southern arctic plains.

THE FLOWERING TUNDRA

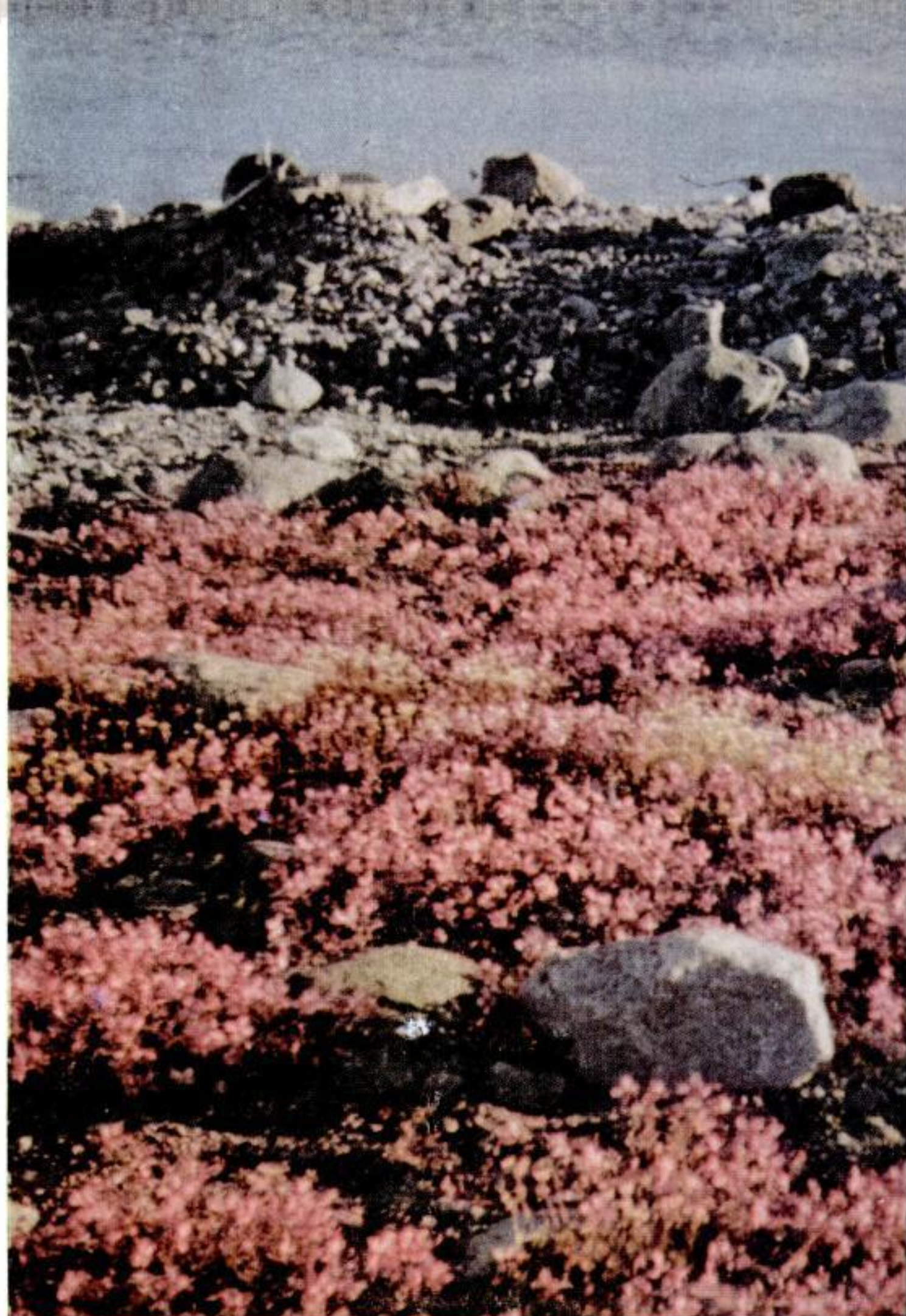
SAVE for the rock deserts that scar its vast expanse the tundra is carpeted continuously with plants. Even at the top of Greenland, 400 miles from the Pole, dozens of varieties of flowering plants and ferns come to bloom each spring. The Canadian tundra supports innumerable species ranging from primitive mosses and lichens up to ground birch, willow, flowering shrubs and heather. All are uniquely adapted to arctic existence and will not survive in a temperate climate.

It is not so much the cold that gives the arctic plants their distinctive character as the short growing season and the arid climate. For nine months of the year its waters are locked away in ice. Its acid, badly drained soil is cold and sour, inhibiting root absorption. And so, like desert plants, the vegetation of the tundra is especially equipped for living in a harsh environment; it is generally stunted and compact, with spreading root systems and small tough leaves. Rather than depend on seeds, many tundra plants reproduce asexually by adventitious budding. Although their rate of growth is slow, their seasonal processes are rapid. Bathed in perpetual daylight, they awake from winter dormancy and come to bloom in three or four swift weeks. Before the last snowdrifts have disappeared, the melancholy barrens are aglow with the bright pigments of the arctic flowers.

CONTINUED ON NEXT PAGE



WHITE HEATHER BELLS transform the late winter lifelessness of the dwarf-shrub heath for a few weeks in spring. Heather occupies land depressions, where snow provides a protective winter cover.

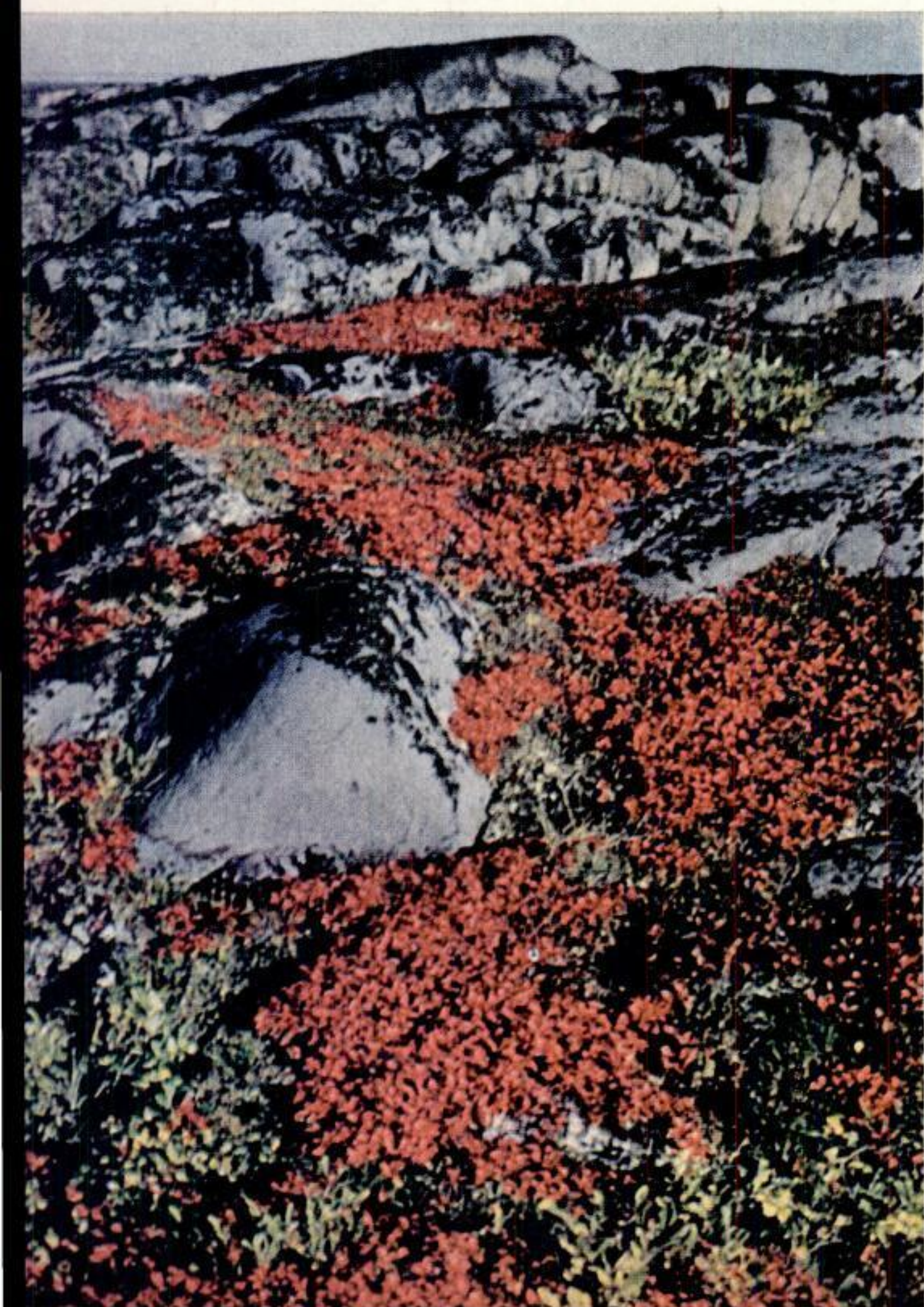


FIREWEED, sometimes called the broad-leaved willow herb, is the largest, most flamboyant of the barren-land flowers and is found growing in large patches, usually on dry, exposed sand or gravel, in nearly all the arctic lands of the world.





BEARBERRY LEAVES, bright red against the green of alpine cranberry, relieve the gray granite outcroppings of the Hudson Bay coast during fall. These luxuriant berry plants grow in thick mats in dry poor soil in the southern Arctic.



ARCTIC COTTON GRASS annually produces these silky white spheres that rise upward on slender reedlike stems from shallow fresh-water pools to present a lush, subtropical appearance against the surrounding frost-sculptured rock.



"TÊTES DE FEMMES," small grass-covered hummocks of frozen earth, are often found in densely vegetated marshes in the north. These hummocks are probably formed by frost upheaval and are protected from the sun's heat by grasses.



CORAL-LIKE LICHENS proliferate in the drier parts of the frozen earth and are among the most important food plants of the foraging caribou which must search out new grazing areas when these slow-growing primitive plants are depleted.



A BLACK FILIGREE is created by the *Parmelia soorediata* lichen growing on the smooth face of a glacier-borne boulder. The normally pink stone, here photographed just after sundown, has taken on an unearthly luminous purple hue.



LICHEN RING, spreading outward across the rock on which it grows, is formed by a sequence of death and rebirth. Each year the outer edge awakens from dormancy and spreads across the rock, while the center slowly dies and falls away.

THE LOWLY LICHENS

ALL across the barrens and in the uttermost reaches of the High Arctic the humble lichens—flat, rootless plants—cling to existence in areas where no higher forms will grow. Halted only by the barrier of perpetual snow, they thrive everywhere on earth, but they are especially suited to arctic life by virtue of their capacity to withstand cold and drought and to subsist on naked rock. Among the more primitive living things, they are usually the first members of a plant community to appear in barren ground, and as they propagate they provide an initial foothold for higher forms of vegetation.

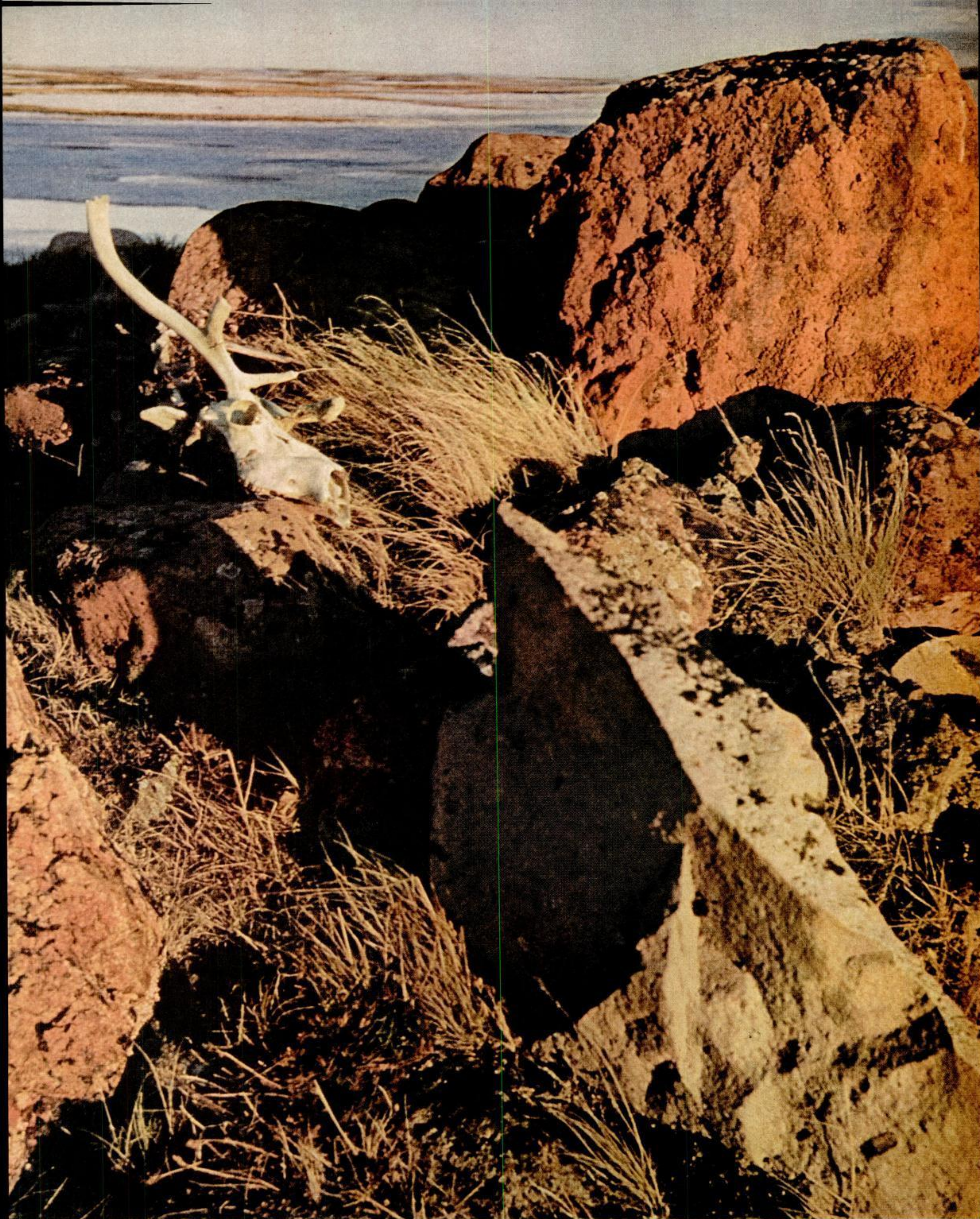
The lichens' ability to live on rock derives from their dual nature. For lichens are composite entities, made up of two separate and dissimilar organisms, an alga and a fungus, united in an inextricable partnership. The fungus produces acids that disintegrate the rock, supplying necessary minerals to the alga; in return the alga supplies organic materials to the fungus which would die without them.

It is in great measure due to the lichens that the tundra wears its continuous plant cover. For they grow in the bleakest areas, carpeting whole landscapes to the exclusion of other plants. Many lichens are edible, most notably *Cladonia*, or reindeer moss, which provides the caribou with an important food source in the leanest times of year.

CONTINUED ON NEXT PAGE



ORANGE LICHEN, the brightest in the Arctic, displays its strident colors on tundra rocks. Like all lichens this species (*Caloplaca elegans*) thrives on nitrogen and grows mostly on the sides of rocks where owls and hawks habitually perch.



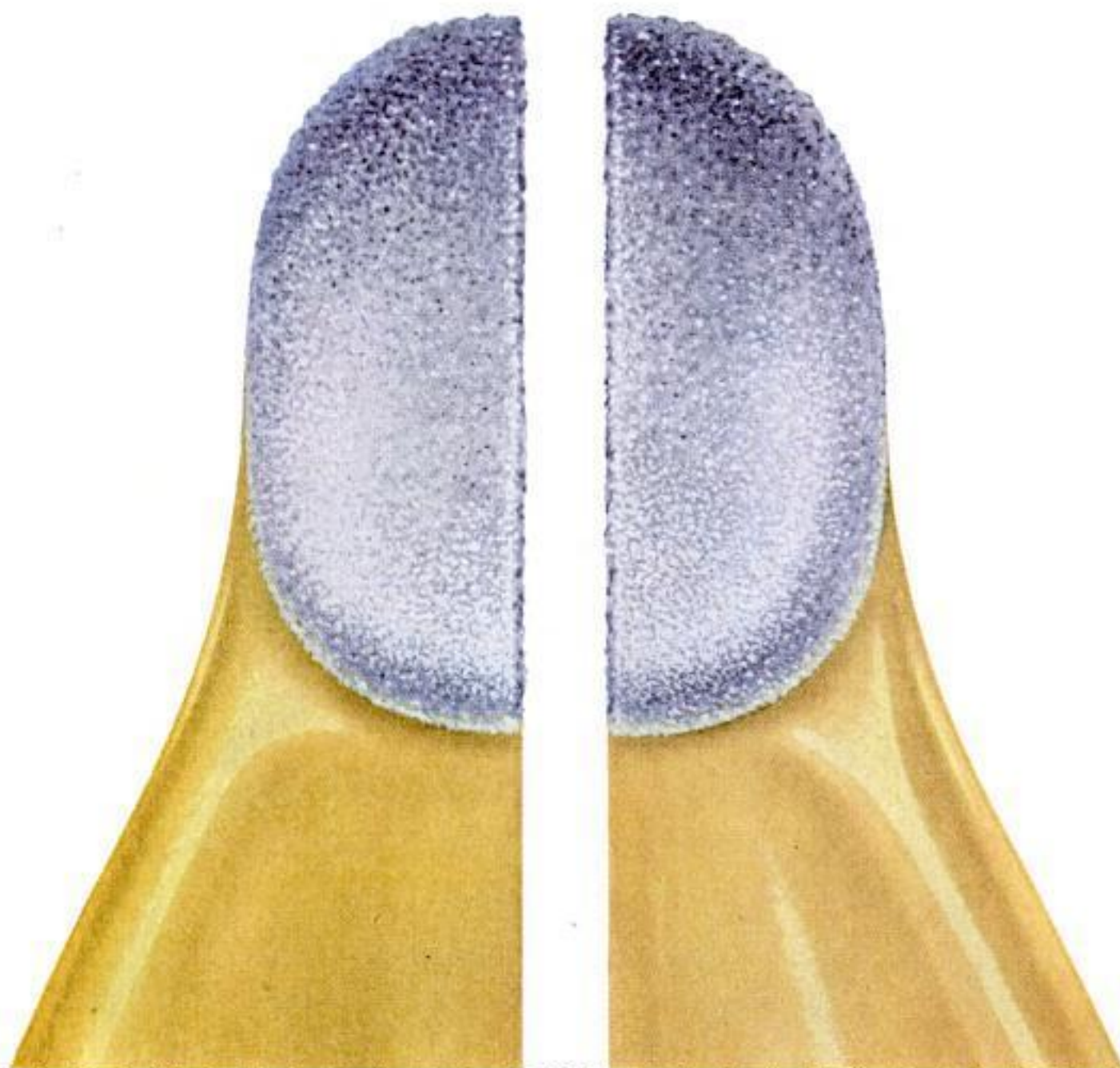
THE SPRING TUNDRA, seen here in the warm light of a June morning, is enlivened by the touches of color that brighten the barrens during the fleeting weeks between the passing of one winter and the coming of the next. Jagged boulders,

fractured by frost, are richly adorned in blazing lichens. Last year's dry grass gleams golden in the crevices, while the melt water on a thawing lake reflects the pale blue sky. The chalk-white skull of a caribou bleaches under the vernal sun.

Why the all-new Parker "51" Pen with Electro-Polished Point can improve your handwriting



Scratchy writing can come from even a hand ground point like this (far from smooth!) But—



you can now write on the smoothest pen point science ever perfected.



Copr. 1954 by The Parker Pen Company

If writing is a chore for you and your handwriting difficult to read, chances are it's partly your pen's fault. Well-formed letters can't be made with a scratchy pen.

These all-new Parker 51's with the new Electro-Polished point write with such ease the letters seem to form themselves—smooth, round and easy to look at.

Hand grinding by skilled craftsmen, even as Parker used to do it, could never make a point as polished and mirror-like as these new Parker Pens. Why, even the tiny *slit* in the nib of the pen is Electro-Polished.

They're *so* smooth you can buy one for giving without even trying it first!

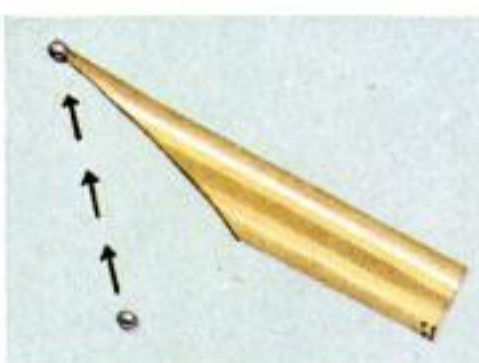
In these new Parkers you also get the easiest and simplest filling ever offered—*two* finger filling that draws in thousands of words at a time. Only *one* moving part—no complicated gadgets for repair.

Now is the time to see this great pen. You'll want one for yourself or one to lay aside as a gift.

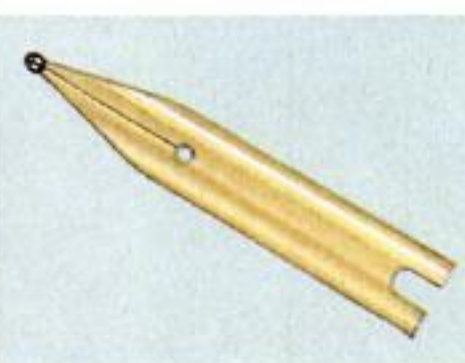
The new Parker "51" Pens, \$12.50 and up. Parker "21" Pens, \$5.00 to \$10.00. ALL WITH ELECTRO-POLISHED POINTS. The Parker Pen Company, Janesville, Wisconsin, U.S.A.; Toronto, Canada.



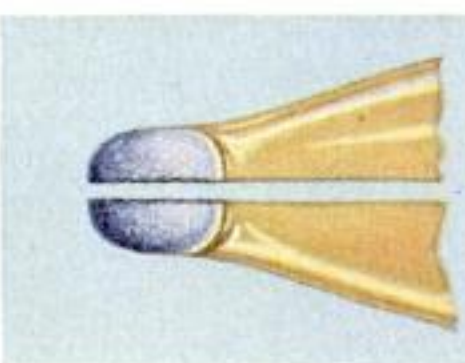
The Electro-Polishing process starts with the 14 K gold nib of the Parker "51".



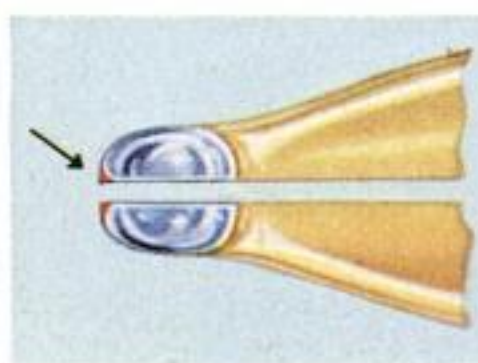
First a tiny pellet of the precious metal, Plathenium, is fused to this nib.



The nib is then slit to provide the channel through which ink flows.



Close-up of the slit nib shows sharp tips even after hand grinding.



Immersing nib in Electro-Polishing "bath" dissolves all roughness.



Finished nib in profile. Red areas show rough metal removed by Electro-Polishing!



THE NORTH AMERICAN TUNDRA includes all lands above the permafrost and tree lines. Many of LIFE's photographs were taken near Beverly Lake.

THE TUNDRA AND MAN

IN an overcrowded and tumultuous world where all the friendly, comfortable lands have long since been appropriated, the tundra looms on the northern horizon as an ultimate frontier. The eye of man has always rested covetously on open land, however inhospitable its surface aspect. Today the people of every national domain that impinges on the Arctic are scrutinizing the tundra with a new and inquisitive regard.

The peripheral lands of the Arctic are owned and administered by proprietary nations, specifically the six countries whose coasts encircle the polar sea. Of these barren dominions, 37% belong to Canada, 28% to the Soviet Union, 28% to Denmark, 6% to the U.S. and 1% to Norway and Iceland. The wealth of the tundra is both animal and mineral. For centuries the flesh and hides of caribou and reindeer and the pelts of smaller fur-bearing animals have provided an economic mainstay to Indians, Eskimos, Lapps and other aborigines of the Far North. In the last 100 years civilized man, probing successfully beneath the desolate barrens, has uncovered immense riches in gold and platinum, as well as many of the baser metals.

Although some sheep are raised in parts of Greenland and Iceland, the principal domestic animal of the tundra is the reindeer. To those dependent on it, the reindeer provides not only a source of meat but of milk, clothing, transportation and a variety of by-products such as furniture, mattresses, gelatin, felt, suede and

CONTINUED ON NEXT PAGE

A NOTE OF ACKNOWLEDGMENT

LIFE is indebted to the following scientists for special assistance in the preparation of this article: Drs. A. E. Porsild and Earl Godfrey, National Museum of Canada; Winston Mair, V. E. F. Solman, A. W. F. Banfield, Canadian Wildlife Service; Colonels P. D. Baird and Walter Wood, Arctic Institute of North America; Dr. N. L. Nicholson, Canadian Department of Mines and Technical Surveys; T. H. Manning; Dr. A. L. Washburn; Dr. Vilhjalmur Stefansson; John Teal; Dorothy Brown Beckel; Francis Harper; Donald Carter, American Museum of Natural History; William Field, American Geographical Society; Cols. Frank J. Cunningham and Graham Rowley, Canadian Department of Northern Affairs and National Resources; Dr. Demetri Shimkin, U.S. Bureau of Census; Dr. Donald Rogers, N.Y. Botanical Garden; Harold Hanson, Natural History Survey of Illinois; Dr. I. Mackenzie Lamb, Farlow Herbarium; Dr. Nicholas Polunin, Gray Herbarium; Dr. J. Brian Bird, McGill University; and Ralph Morrill, Peabody Museum, Yale University. We are also indebted to the following organizations: Canada: Defence Research Board, Department of National Defence, Department of Transport, Hudson's Bay Co., National Film Board; R.C.A.F., R.C.M.P.; United States Army, Navy; United States Weather Bureau.

Don't wonder!



Don't worry!

Call today and be sure

If you're thinking about somebody or there's something you want to get settled . . . don't wonder, don't worry. Call Long Distance today and be sure.

It's quick, personal, satisfying. And the cost is low —much lower, we find, than most people think.

LONG DISTANCE RATES ARE LOW

Here are some examples:

New York to Philadelphia . .	40¢
Cincinnati to Indianapolis . .	40¢
New Orleans to Houston . .	80¢
St. Louis to Dallas	\$1.05
San Francisco to Boston . . .	\$2.00

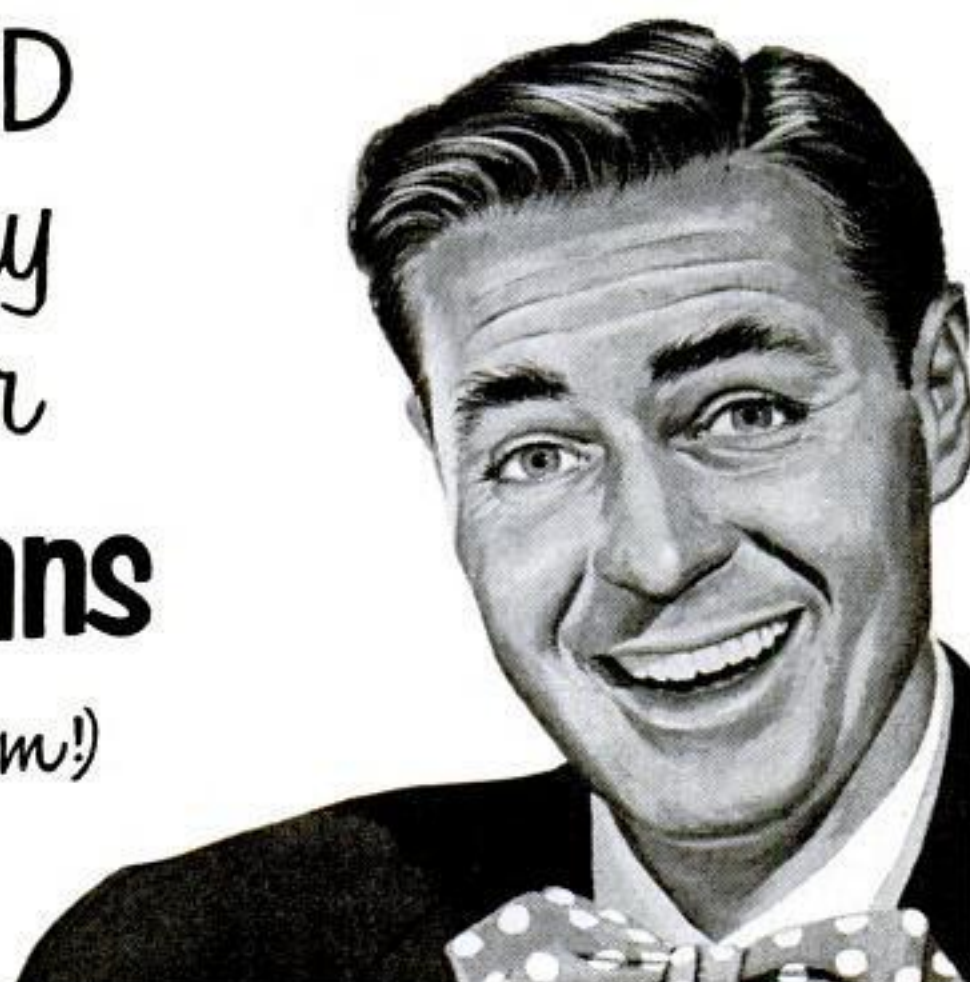
These are Station-to-Station rates for the first three minutes, after 6 o'clock every night and all day Sunday. They do not include the new, lower federal excise tax.

YOU SAVE TIME WHEN YOU CALL BY NUMBER

BELL TELEPHONE SYSTEM



They figured they had me
STUMPED
when they
asked for
Manhattans
(but I showed 'em!)



STIR . . . SERVE . . . A HIT !

Just stir Heublein's Ready-to-Serve Cocktails (with ice) . . . in a cocktail shaker

or pitcher—and pour into cocktail glasses! No measuring! No muss. No fuss.



IT'S A BETTER MANHATTAN
THAN I COULD MIX MYSELF!

NOW, PERFECT COCKTAILS EVERY TIME IN JUST 14 SECONDS !

(even though you never made one in your life before)

Even though you never "tried your hand" at cocktails, you can be a "cocktail wizard." Yes—you can now serve the most delicious cocktails you ever tasted—and any popular kind you desire—without trouble or bother...in almost less time than it takes you to read about it!

Heublein's (pronounced Hugh Blin's) Ready-to-Serve Cocktails are blended with real "pro" skill. No guesswork! Only finest liquors used. Get several bottles . . . at any liquor or state store. Serve praise-winning cocktails every time! G. F. Heublein & Bro., Inc., Hartford 1, Conn.



To make it a Party

Wrap fillets of smoked salmon around green pickles—fasten with toothpicks. Stick on round or wedge of stilton, cheddar or any desired cheese. Arrange on plate with crackers. Also serve this "TURKEY PASTE" spread on toast squares: Grind 1 cup cold turkey (or chicken) with ½ seeded green pepper; mix with 1 chopped hard-cooked egg, 1 tbsp. chopped parsley, 2 tsp. salt, enough mayonnaise to make a stiff paste.

HEUBLEIN'S Ready-to-serve COCKTAILS

9 KINDS! . . . EXTRA DRY MARTINI (75 proof), GIBSON—very, very dry Martini (75 proof), VODKA MARTINI—very, very dry (75 proof), MANHATTAN (65 proof), DAIQUIRI (60 proof), SIDE CAR (60 proof), WHISKEY SOUR (60 proof), OLD FASHIONED (70 proof), STINGER (60 proof).



A REINDEER HERD in the Finnish tundra is rounded up for milking. The annual income from reindeer in Scandinavia is estimated at over \$2 million.

TUNDRA CONTINUED

glue. In the Russian and Scandinavian tundras, reindeer husbandry is a major industry. Although heavy slaughter during the war years reduced their numbers, the reindeer population of the Eurasian tundra is estimated today at about two million. On the North American continent, however, reindeer herding has not been consistently successful. The explorer, Vilhjalmur Stefansson, has long urged the domestication of caribou as a means of increasing the subsistence levels of the Eskimo inhabitants of the Alaskan and Canadian tundras. But the temperament of the American arctic natives inclines them more to the hunter's existence than that of the herdsman. And even though a few small herds of semi-domesticated reindeer were imported into Alaska half a century ago and multiplied for a while, their numbers have since been sadly depleted through mismanagement, and they have failed to divert the Eskimos from their nomadic way of life.

The fur trade has been the principal business of the Canadian tundra for nearly 300 years, ever since the Hudson's Bay Company received its charter from Charles II. In the great barren lands between Hudson Bay and the Mackenzie River the unit of currency was the pelt of the white arctic fox, and it was through this medium that Indians and Eskimos purchased the products of civilization.

Today, however, the major focus of interest in all the tundra regions of the world is directed upon their still unexplored mineral resources. Although certain deposits—Swedish iron from the great mine at Kiruna, Russian nickel and copper from Noril'sk, and gold from Alaska—have been exploited for many years, new resources are constantly being discovered. Mining first surpassed the fur trade as the major industry of the Canadian tundra in 1939. Today miners and prospectors are streaming out upon the barren lands in every country in quest of new mineral reserves. Gold, copper, lead, asbestos, beryllium, lithium, coal, oil and tin have been found in remote parts of the North American tundra. More important than any of these, the recent discovery and exploitation of tremendous iron deposits on the edge of the Quebec tundra indicate the presence of ore reserves equal to any now known on earth.

The most dramatic development of recent years, however, has been the enormous, unspecified increase of production in the uranium deposits at Port Radium, on the shore of Great Bear Lake on the western edge of the Canadian tundra. Radium-bearing ores were first discovered there in 1930; by the end of 1933 a milling plant and refinery were in steady production. When nuclear fission became a possibility in 1939, the mine was enlarged and deepened. Today Canada stands (with the Belgian Congo) as one of the two foremost producers of uranium in the world.

For all these past achievements and promises of future rewards, the tundra still holds on its expanses only widely scattered communities, many of them inhabited by but a handful of people. The difficulties of living on the tundra derive no less from its rigorous climate than from the problem of transportation. The Mackenzie River and the great waterways of the Siberian tundra provide north-and-south transport during the summer months.

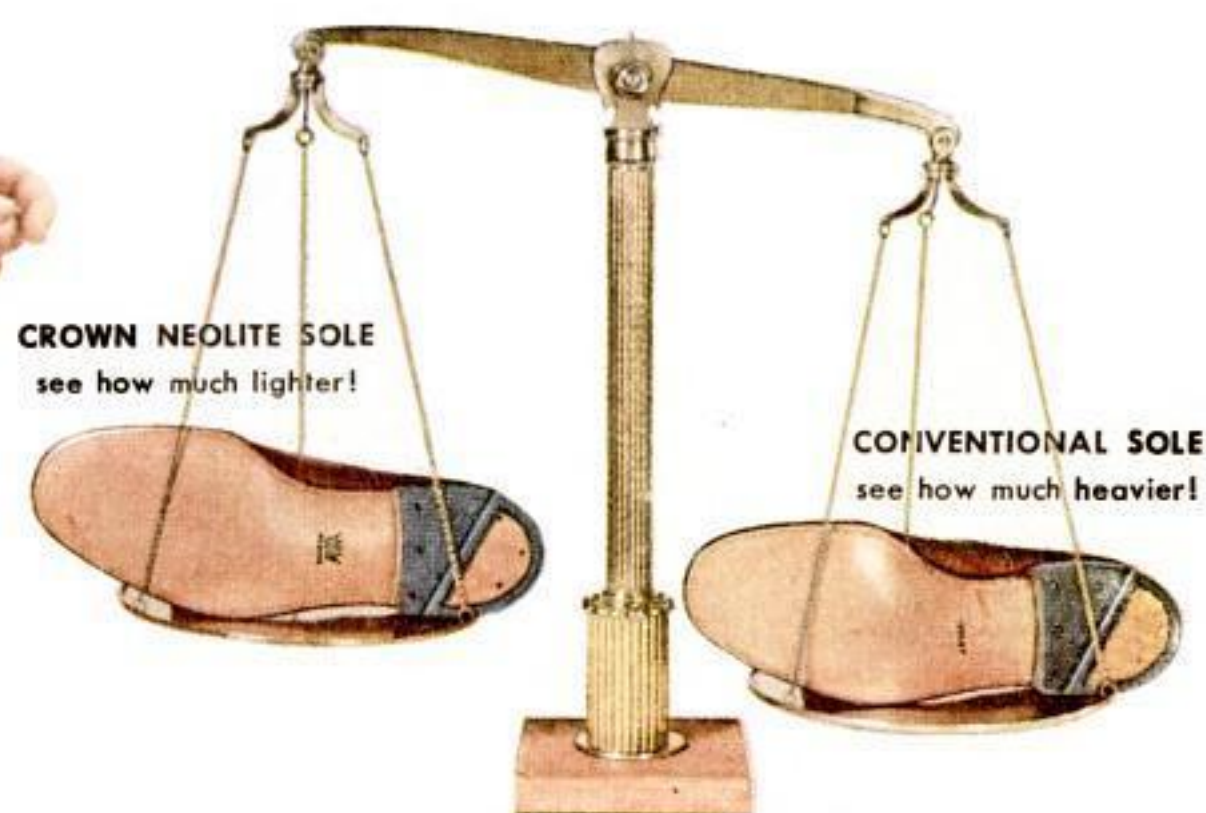
CONTINUED ON PAGE 115

*You'll forget your feet
are with you!*

Now each step will be ounces lighter...

your feet will lift a ton less every day!

Imagine soles so light, so buoyant they save you ounces every step you take—save your feet a *ton* of needless lifting every day! They're the amazing new CROWN NEOLITE Soles—lightest ever made for street wear!



25% lighter! New CROWN NEOLITE Soles are so light they actually float . . . are far more flexible . . . give you an entirely new sense of walking ease!

NEW CROWN NEOLITE SOLES



New comfort . . . same famous wear! Your feet will feel lighter all day long, and *you'll* feel fresher at night! Yet you'll get every bit of the long, long wear that made NEOLITE famous for keeping shoe bills down! On new shoes or re-soles . . . *Step On It!*

**Before you put your money down,
be sure you turn the bottoms up!**
Look for the name NEOLITE. Without
that name, it's *not* the same!

NEOLITE, AN ELASTOMER-RESIN BLEND. T. M. —THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, OHIO

Discriminating people prefer

HERBERT TAREYTON

...with the genuine cork tip to protect the lips



Mrs. E. C. Rutherford, charming young New York socialite, says: "I get so much more enjoyment from Herbert Tareyton Cigarettes because the genuine cork tip always stays firm and neat."

E. C. Rutherford



You'll agree with Mrs. E. C. Rutherford and other discriminating people who prefer Herbert Tareyton. You'll like the genuine cork tip that stays clean and firm, that won't stick to or tear your lips. And you'll like the modern king size that gives you a longer, cooler, naturally filtered smoke of fine, distinctive tobacco.

In fact, when you light up your first Herbert Tareyton, you'll say it's the most enjoyable cigarette you ever smoked!

PRODUCT OF *The American Tobacco Company* AMERICA'S LEADING MANUFACTURER OF CIGARETTES



TAREYTON'S GENUINE CORK TIP PROTECTS YOUR LIPS

© A. T. Co.



PRESENCE OF OIL in the tundra is indicated by a salt dome, one of several found recently in the high Arctic. Geologists are now investigating them.

TUNDRA CONTINUED

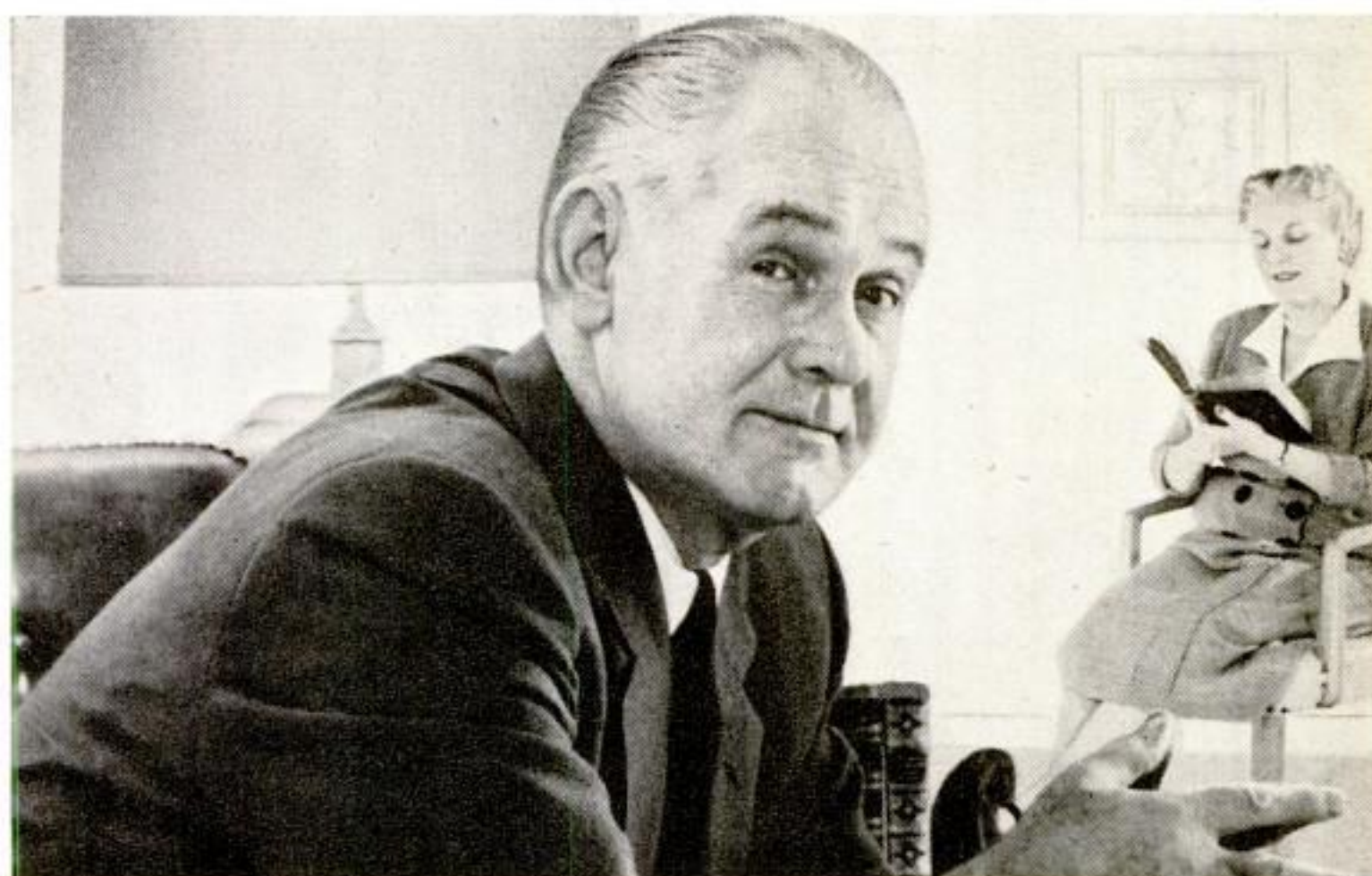
But the wilderness of lakes and bogs that stretches between these widely spaced rivers for countless miles renders east-and-west ground traffic virtually impossible, save to the dog teams that traverse them in winter.

Little by little, however, the airplane is opening up the arctic desert. It is the airplane too that has directed upon it a new and serious kind of attention. In the embattled world of today the tundra regions, facing each other across the ice packs of the polar sea, now constitute the closest frontiers between the Soviet Union and the democracies of the West. For this reason the bleak and malevolent barren lands are dotted with air bases, meteorological stations and military installations extending to the farthest reaches of the arctic islands. For this reason, if for no other, man now, more ardently than ever before, "woos . . . the frozen bosom of the North."

FOR THE EXPEDITION THAT PRODUCED
THIS ARTICLE, TURN THE PAGE

THE TROPICAL RAIN FOREST

Like the tundra and the desert, the equatorial forest is a product of climatic extreme. Whereas frost fashions the tundra and drought designs the desert, humid warmth is the architect of the tropical woodland. Part XI of "The World We Live In" will describe such a region: the "high bush" of Surinam in South America. Here, in a wilderness which few white men have ever seen, a LIFE expedition like the one that produced "The Arctic Barrens" (see following pages) lived in palm-thatched huts and worked in hundred-foot-high tree houses. The resulting photographs by Alfred Eisenstaedt and paintings by Rudolph Zallinger portray as never before the vine-decked columns and leafy canopy of the tree world in whose green twilight lives the greatest variety of animals to be found in any land on earth.



How I turned idle leisure into a creative hobby . . . in 30 minutes

I had always wanted to play music, but never cared for lessons or boring practice. Then I read an ad that said: "You can play the Hammond Chord Organ in half an hour, thousands have!" I went to the dealer convinced I couldn't be convinced.



I told the man I didn't read notes, so he gave me simple "Picture Music." I began to press the keys one at a time. And the melody came. Haltingly, at first, but pleasing.



With one finger of my left hand I touched a button. This added full, rich harmony chords. Before I realized it, I could play the whole tune through on the Hammond Chord Organ!



Now, only a few weeks later I can play all kinds of pieces—popular music, church selections, even classics—on our Hammond Chord Organ. My wife, Peg, was so impressed she decided to try it, too. And, truthfully, she's doing even better than I am!

The Hammond Chord Organ

by the makers of Hammond Organs

Prove it yourself! Visit your dealer and try the Hammond Chord Organ without obligation. \$975 f.o.b. Chicago, terms often up to three years. Mail coupon for more details.

Hammond Organ Company
4209 W. Diversey Avenue, Chicago 39, Illinois
Without cost or obligation, please send me full details about the Hammond Chord Organ.

Name _____

Address _____

City _____ Zone _____ State _____

© 1954, HAMMOND ORGAN COMPANY



HAULING EQUIPMENT, "LIFE" EXPEDITION GUIDE PULLS SLED WHILE RADIO OPERATOR COMES UP TO PUSH, CRAWLING TO KEEP FROM BREAKING THROUGH THIN ICE CRUST

'LIFE' SENT EXPEDITION TO TUNDRA

To photograph the article on the tundra, the first such extensive journalistic coverage of the Canadian Arctic (*pp.90-115*), LIFE had to mount a self-sustaining expedition and send it in to a remote, uninhabited area for a long stay. In May of last year Photographer Fritz Goro and Reporter Jim Goode journeyed to Churchill, Manitoba, on the southern edge of the tundra, and assembled two tons of food and equipment. In three trips they flew themselves, the equipment, a guide and a radio

operator to Beverly Lake, on the edge of the isolated Thelon Game Sanctuary, 200 miles north of the tree line and 450 miles northwest of Churchill. Landing on skis on rough lake ice on June 1, the party sent the plane back, set up a camp on frozen ground nearby.

It was still wintry. The land was snowdrifted, the lakes completely frozen. Cold and miserable, the party waited for spring, announced by the endless strings of migrating caribou. Spring thaw made photographic trips away

from camp slow and hazardous; one objective 10 miles away took five days to reach.

For seven weeks the four men walked, stumbled, floated and slid over the mud-covered permafrost and ice-choked lakes and streams. Mosquitoes arrived in millions with summer. Food ran low. Shooting caribou was illegal and the oversize lake trout snapped the fishing lines. By the time Goro had photographed everything in sight and it was time to leave, the party was reduced to eating only macaroni.

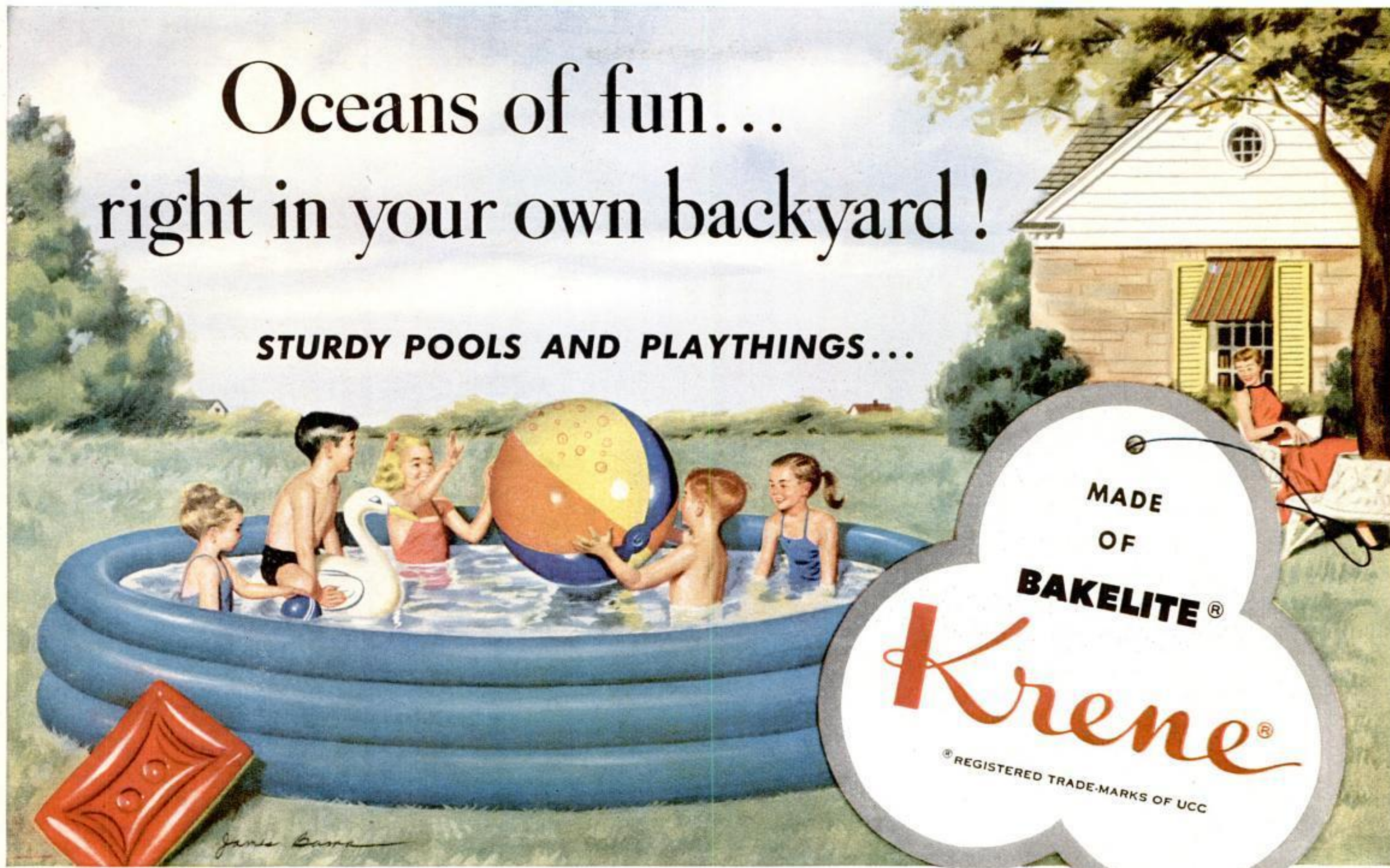
PHOTOGRAPHER GORO, REPORTER GOODE AND GUIDE BROWN SIT EXHAUSTED AFTER PITCHING THEIR TEMPORARY CAMP. ONLY VETERAN GUIDE BOTHERED TO SHAVE REGULARLY



CONTINUED ON PAGE 119

Oceans of fun... right in your own backyard!

STURDY POOLS AND PLAYTHINGS...



THE WHOLE FAMILY'S getting in the swim this summer with pools and playthings made of wonder-wearing, waterproof KRENE. Sturdily built for fun and action, they inflate quickly and easily . . . can be compactly folded for easy packing and winter storage.

KRENE identifies the amazing, modern-day material made by Bakelite Company, leader in the industry for 43 years. Every step in its making is carefully controlled to ensure high quality, excellent performance. Whether you're shopping for swimming pools, nursery needs, rainwear, shower curtains . . . you'll find it always pays to look for the "Made of KRENE" label . . . at better stores everywhere.



LARGE, LUXURIOUS, ECONOMICAL! Liner made of washable, durable KRENE makes a sunken pool amazingly economical. Eliminates caulking and painting; resists weather and wear!



SCHOOLED FOR HARD KNOCKS. Indoors, outdoors and all year round, inflatables made of KRENE are built to take it . . . have plenty of bounce to keep coming back for more.



LIKE DUCKS TAKE TO WATER! No wonder water playthings made of KRENE are popular as summer itself with boys and girls . . . even grown-ups! In sunny colors and bright, imaginative designs, there's a variety wide enough to appeal to everybody. Watertight and lasting, they resist ripping, cracking and mildew. Each buoyant, bouncy toy is easily and quickly inflated . . . so compact when folded you can take it anywhere!



COME ON IN! The water's fine with a wading pool that's such a big hot weather hit! Made of KRENE in a range of gay summer colors, it's strong and sturdy . . . a cinch to inflate.



LIKE FLOATING ON A CLOUD! Color-bright and featherlight rafts and boats made of KRENE are a joy to own. Easy to inflate . . . they fold compactly for easy traveling.

BAKELITE COMPANY, A Division of Union Carbide and Carbon Corporation **UCC** 30 East 42nd Street, New York 17, N. Y.

Jayson

jay frost

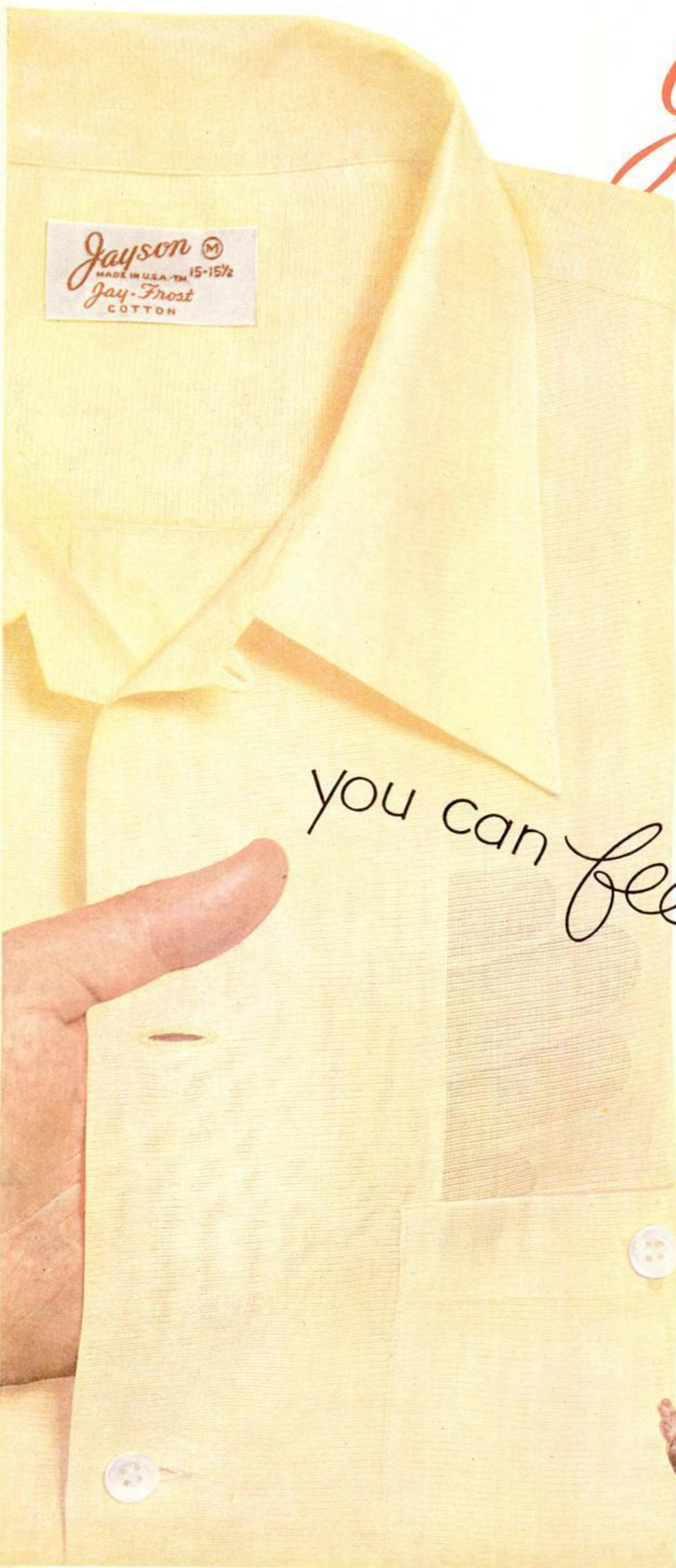
shirts
sport shirts
pajamas



you can feel the coolness

Over 1386 tiny holes in every square inch of this distinctive fabric air condition your body. Light in weight, Jay-Frost stays smartly crisp and fresh looking, even in the hottest, most humid weather. Jayson's famed "fit to perfection" tailoring assures you comfort and correctness—day or night! Sanforized, combed cotton. Ask to see Jayson's Jay-Frost at your favorite men's store, or write

JAYSON, 1115 Broadway, New York 10, N. Y.
Also makers of Exello shirts and sportwear



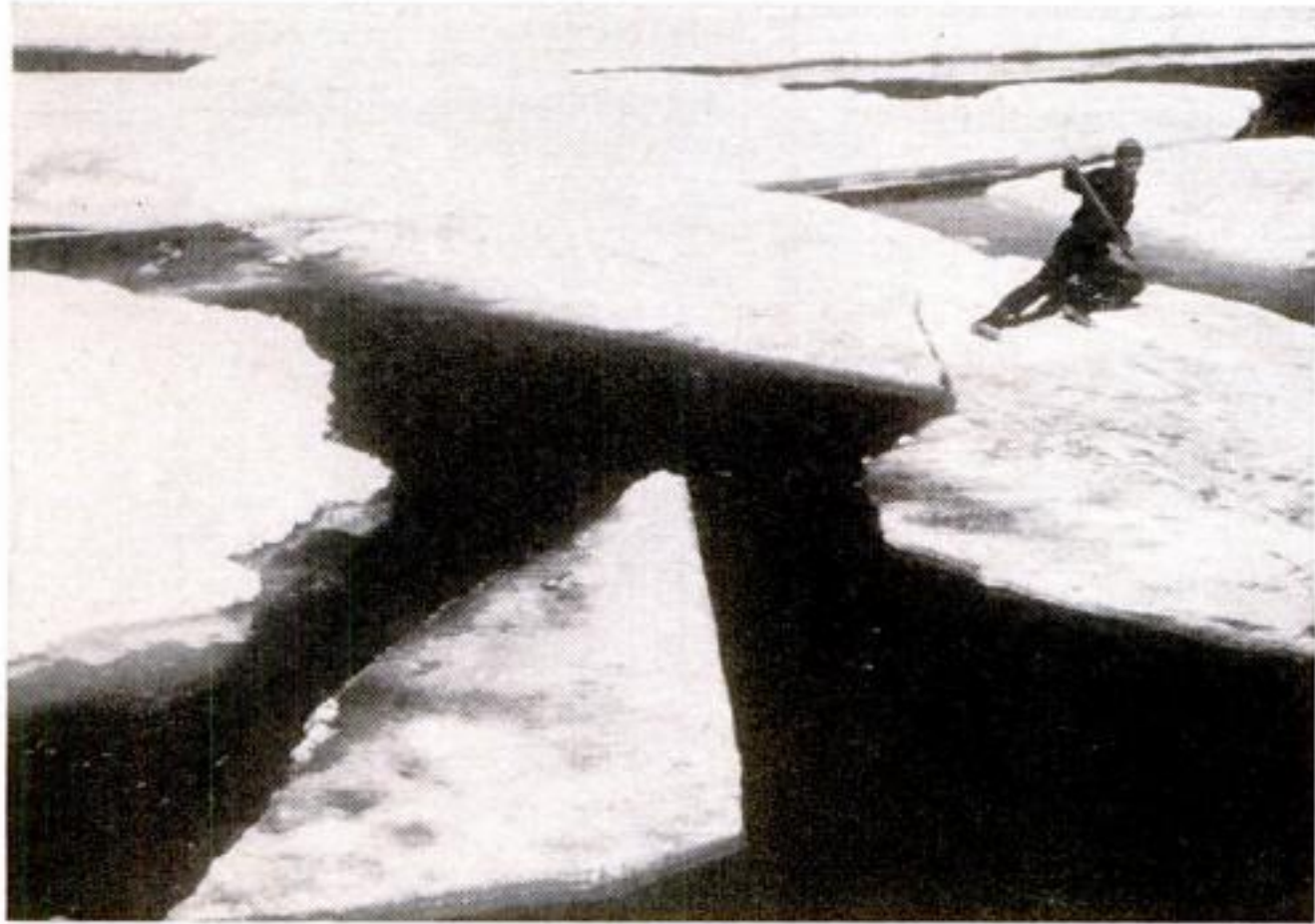
SPORT SHIRT...convertible collar, short sleeves only. White, grey, green, maize, blue, tan. **\$3.95**

DRESS SHIRT...illustrated, Jay-Slope collar. Also button-down collar, long sleeves and Carefree collar, short sleeves. White only. **\$3.95**

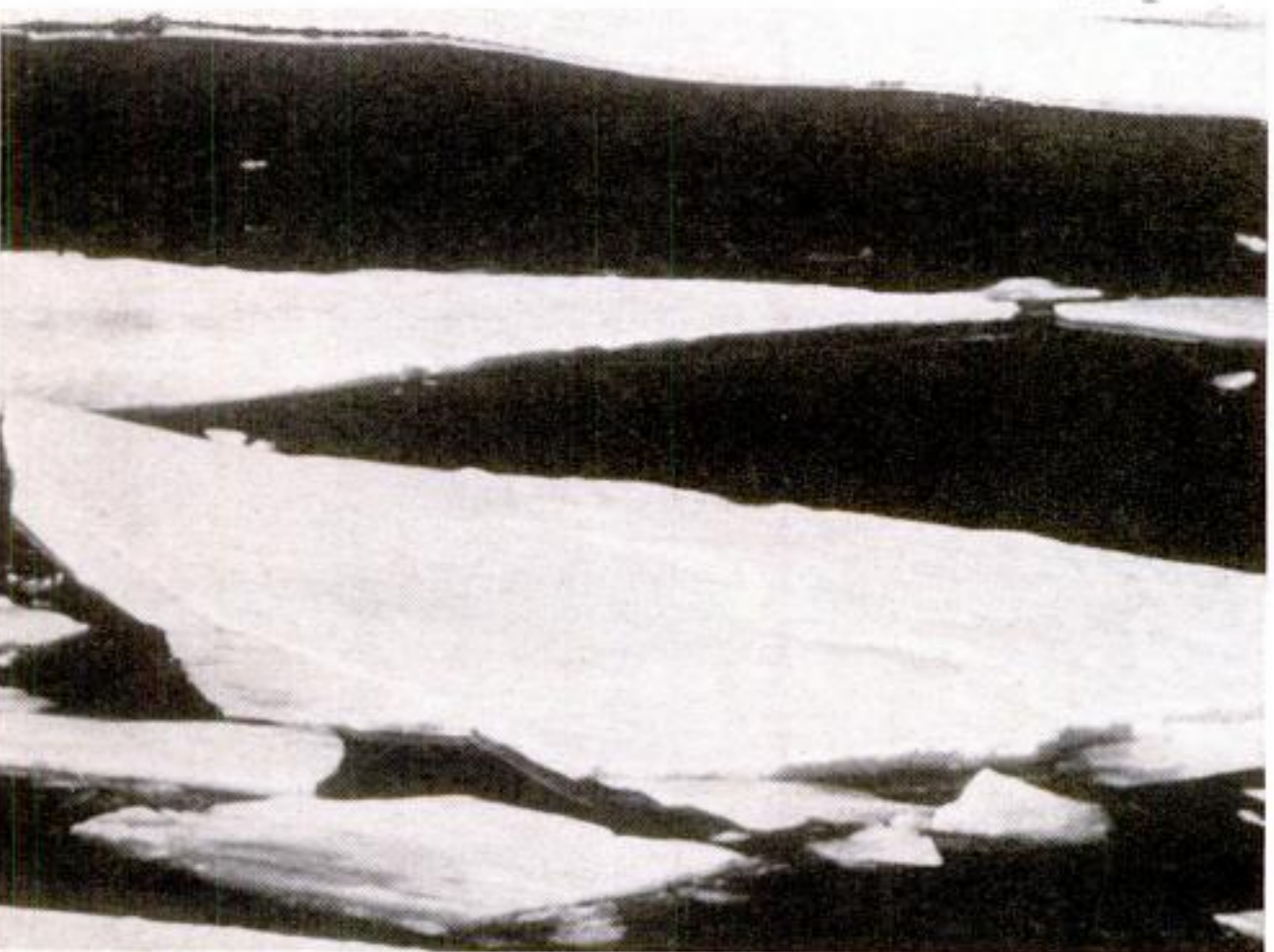
PAJAMAS...illustrated, V-neck, short-sleeve, knee length. **\$4.95**. Not illustrated—regular collar, long sleeves, trouser length. **\$5.95**. White, grey, green, maize, blue, tan.



CROSSING A LAKE was an involved procedure. First Guide Brown made himself a one-man raft out of the expedition's rubber air mattresses, paddled through shore ice and near-freezing water to the solid floes out in the lake.



CUTTING A RAFT out of solid lake ice. Brown used long-handled ice chisel. He judged ice by its color, the darker the color the more dangerous the piece. Then, using chisel as paddle, he returned to shore, picked up other men.



SAFELY ACROSS, having abandoned their ice raft, three men started out to retrieve camera equipment cached earlier on opposite shore when big storm came up. Walking for hours in sickening ice glare was one of toughest chores.

CONTINUED ON NEXT PAGE

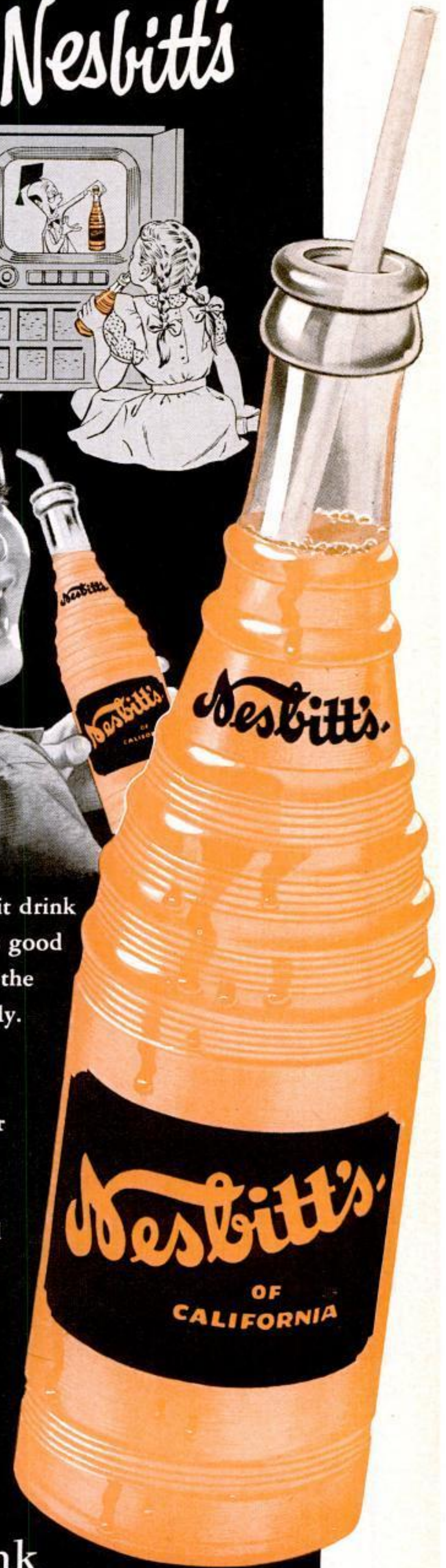
Happy Homes have Nesbitt's



This high quality fruit drink tastes so good, and is good for every member of the family. Be a fun family. Serve NESBITT'S at your home. Ask for NESBITT'S wherever soft drinks are sold. Look for this distinctive carton and take home six bottles of NESBITT'S today.



a soft drink
made from *real* oranges





Mickey Mantle, Star New York Yankee Outfielder.

"Give Dad Two Pairs Of Hagggar Slacks Mix and Match Them With His Sport Coats and Sport Shirts!"



For Father's Day . . .

Mickey Mantle Shows You How to Double Dad's Summer Wardrobe

Two pairs of Hagggar Slacks, plus a sport coat will give Dad two complete outfits for dress-up. For leisure comfort he'll enjoy mixing and matching his Hagggar slacks with sport shirts . . . and have still more combinations!

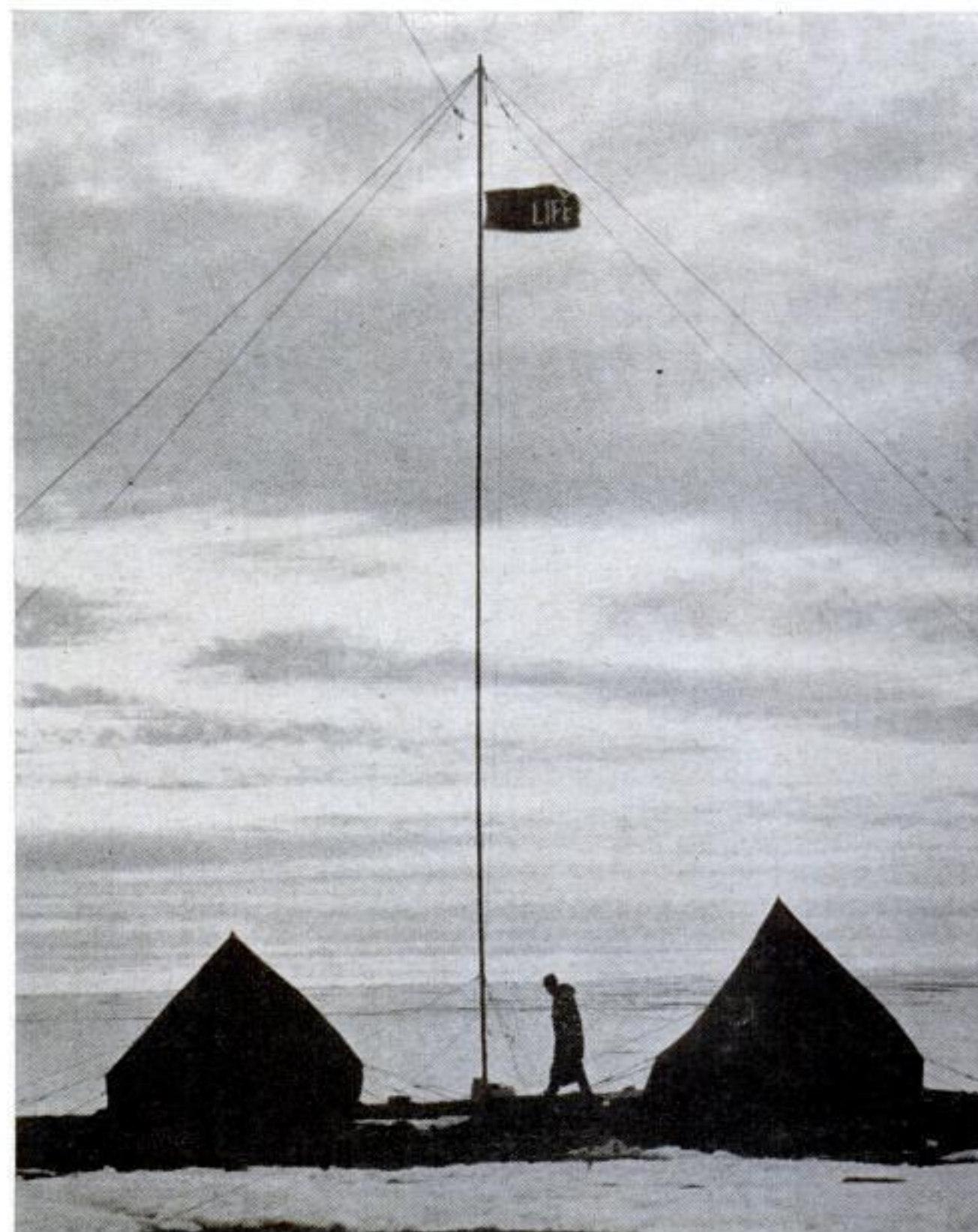
HAGGAR
Slacks

Illustrated: Hagggar slacks in cool, Shanghai Weave (Rayon Linen-like fabric).
\$6.95

Other Hagggar Slacks
\$6.95 to \$15.95

HAGGAR COMPANY,
DALLAS

'LIFE' EXPEDITION CONTINUED



PERMANENT CAMP consisted of two tents. Goro and bulky camera equipment occupied five-man tent at left. One at right was used for cooking, housed three other men. This is wintry early June. LIFE flag was later lost in storm.



PASSING PLANE, on flight from nearby Baker Lake carrying sick Eskimo, was first actual contact with outside world. It dropped mail sack on July 8 containing telegram from LIFE office asking why it hadn't heard from expedition.



EMERGENCY FLARES were set off when engines were heard July 18. They brought down two planes, both making wildlife surveys. Visitors gave eggs, bacon and bread to LIFE team, which came out in own chartered plane on July 21.



New anti-rub-off White... safer for daddy's suit

When that toddler of yours comes a running, sure you want to pick him up and cuddle him.

Well, go ahead!

And don't worry about the white on his shoes rubbing off all over everything. Just make sure the folks in your house use Dress Parade Liquid White Shoe Cleaner.

It has an exclusive Anti-Rub-Off formula. That means it stays on shoes longer,

stays off clothes and furniture better.

But the fact that it *stays on* so well is only half the story. The other half is how it *goes on*. Just a few quick strokes and your shoes are dazzling white. The specially shaped flat applicator makes doing two-tones a cinch, too.

Dress Parade is available in either Paste or Liquid. Both are whiter than white!



25¢

This handy applicator on the cork is exclusive with Dress Parade. The white goes on your shoes —not your fingers!

DRESS PARADE LIQUID WHITE SHOE CLEANER

The Frigidaire Thrifty Twin can ... it's like having two



Only Frigidaire has Great Circle Cooling—it gets *all* the crisp, clean air into *all* the room regardless of window location.

Up-and-around air flow makes sure none of the cooling power is wasted . . . gently surrounds you with healthful comfort wherever you are. Double-decker grille tailors air flow to exact size and shape of room. No hot and cold layers . . . no stale, static corners . . . no annoying drafts. Cool air relieves heat strain on tired hearts, provides restful sleep, slashes fatigue. Giant full-width, full-height filter screens out dust, dirt and pollen—a blessing to hay fever and dust allergy sufferers. Dehumidifies to remove sticky summer dampness. Exhausts stale air.

Now heats on cool days, too! New High-flow Heat available on "Thrifty Twin" Models gives

instant extra warmth when needed. A wonderful comfort on damp, chilly mornings. Operates independently of cooling system.

Decorator-styled all-steel cabinets are finished in new Coca Rio Beige that harmonizes beautifully with any surroundings.

Get proof of performance before you buy! Learn how Frigidaire actually puts *all* the facts before you . . . lets you be the judge! See your Frigidaire Dealer today. Yes, see the Room Conditioner recommended by Arthur Godfrey on his TV and radio shows.



FRIGIDAIRE Room

save up to half the cooling cost* room conditioners in one!

You use one or both as outside temperatures demand!



*One works on moderate days!

When the going's easy in moderately hot weather, or at night, just one Meter-Miser cooling system operates to give complete air conditioning . . . saves you as much as half the operating cost.

Here's the most wonderful comfort story in room air conditioning! Only the Frigidaire "Thrifty Twin" puts two complete cooling systems under your control. You use one or both as outside temperatures demand—you won't over-cool the room in moderate weather or under-cool when temperatures soar.

Unlike other air conditioners, there's no inefficient slowing down of fan, no wasteful addition of heat, no bringing in of hot, humid air to reduce cooling. There's no see-saw temperature and humidity from excess start-stop operation. You use half the power, save as much as half the operating cost, on moderate days and nights. And since each system is powered by a famous Frigidaire Meter-Miser, you save on hottest days, too.

Fully automatic operation. All Frigidaire Room Conditioners can be equipped

with thermostat for fully automatic operation—where electric utilities permit. Just set it and forget it. Or buy for comfort at lowest cost now and have this deluxe feature added at a later date.

May be installed flush with drapes to take no space in the room. Take your choice of conventional "balanced" mounting or new space-saving "flush" installation. Both provide proper air distribution and full cooling capacity.

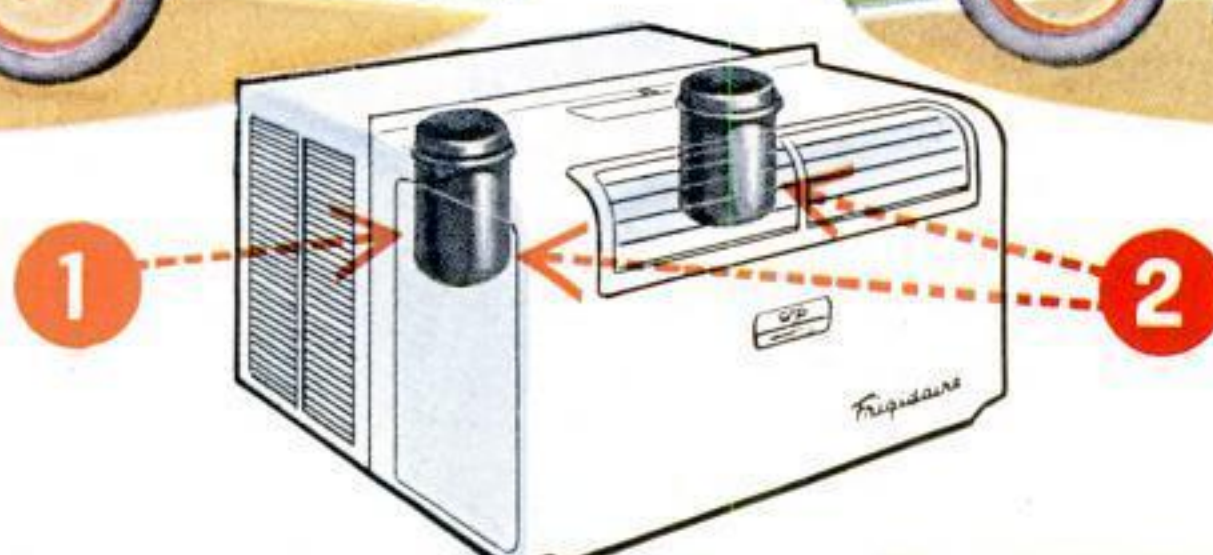
Yes, as Frigidaire celebrates its 25th year since installing the first room air conditioner made, you have assurance as never before of a lifetime of comfort and service . . . assurance you can only get from the makers of America's No. 1 refrigerator, the makers of over 16,000,000 refrigerating units.

Be modern—live electrically



Both work on very hot days!

When the going's tough on real "scorchers", both Meter-Miser cooling systems team up to double cooling power and increase de-humidifying economically.



See the beautiful Silver Anniversary room conditioner line today!

Your Frigidaire Dealer is listed in the Yellow Pages of your phone book. Or write Frigidaire, Dept. 2235, Dayton 1, Ohio. In Canada: Toronto 13, Ontario.

Conditioners

Built and backed by General Motors





*When you want a good meal
in a mighty short time...*



Quick

wonderful tasting

It's the specially blended sauce that makes Chef Spaghetti and Meat Balls—and all the other Chef meals—so extra good. Try the Ravioli, and the Chef Spaghetti Dinners, too.

You can buy Chef Boy-Ar-Dee Spaghetti Sauce with Meat, or Sauce with Mushrooms separately. Just heat and serve on your favorite dishes. So why not make one night a week "Chef Night"? You'll save time, save money, serve wonderful meals!

To the lady who's short of time, Chef Boy-Ar-Dee Spaghetti and Meat Balls is a delicious blessing. Chef has done the work—all you do is heat and serve!

You get—in one can, mind you—the choicest spaghetti and juicy meat balls covered with savory tomato-rich sauce. Only about 14¢ a serving. Two cans make four hearty servings. Remember—always keep plenty of Chef pantry-handly!

CHEF BOY-AR-DEE
SPAGHETTI and MEAT BALLS





CHIEF REVELERS AT THE PAJAMA MAKERS' CELEBRATION INCLUDE JOHN RAITT AND JANIS PAIGE (CENTER) FLANKED BY CAROL HANEY AND EDDIE FOY JR.

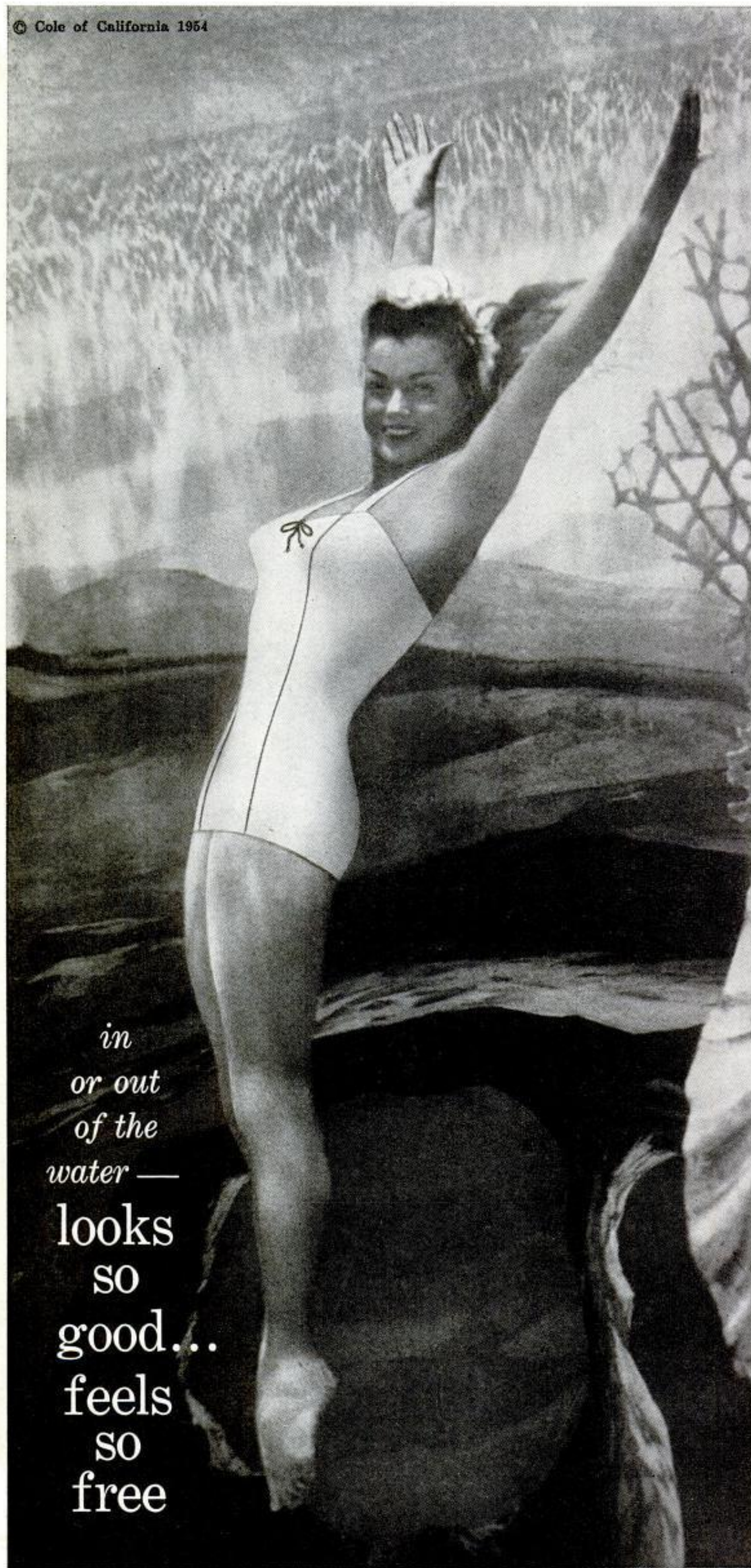
THE PAJAMA GAME

Love and labor problems mix in nightwear factory and result is season's best and briskest musical

The season's last show, and easily its best musical comedy, is taken from Richard Bissell's hilarious novel called *7½ Cents* and dedicated to the premise that love can find its way even in a pajama factory. The principal doings of *The Pajama Game* pertain to a union's campaign to wangle an hourly pay raise of 7½ cents, and a young superintendent's campaign to woo and win the pretty head of the union's grievance

committee. This conflict—unexpected in a Broadway musical—between labor and management gives the smart new song-writing team, Richard Adler and Jerry Ross, a chance to spin some bright melodies and Authors Bissell and George Abbott a chance to spin out some lively, funny situations. It also gives a remarkably likeable cast of pajama makers a chance to cavort exuberantly in and out of their product.

© Cole of California 1954



in
or out
of the
water —
looks
so
good...
feels
so
free

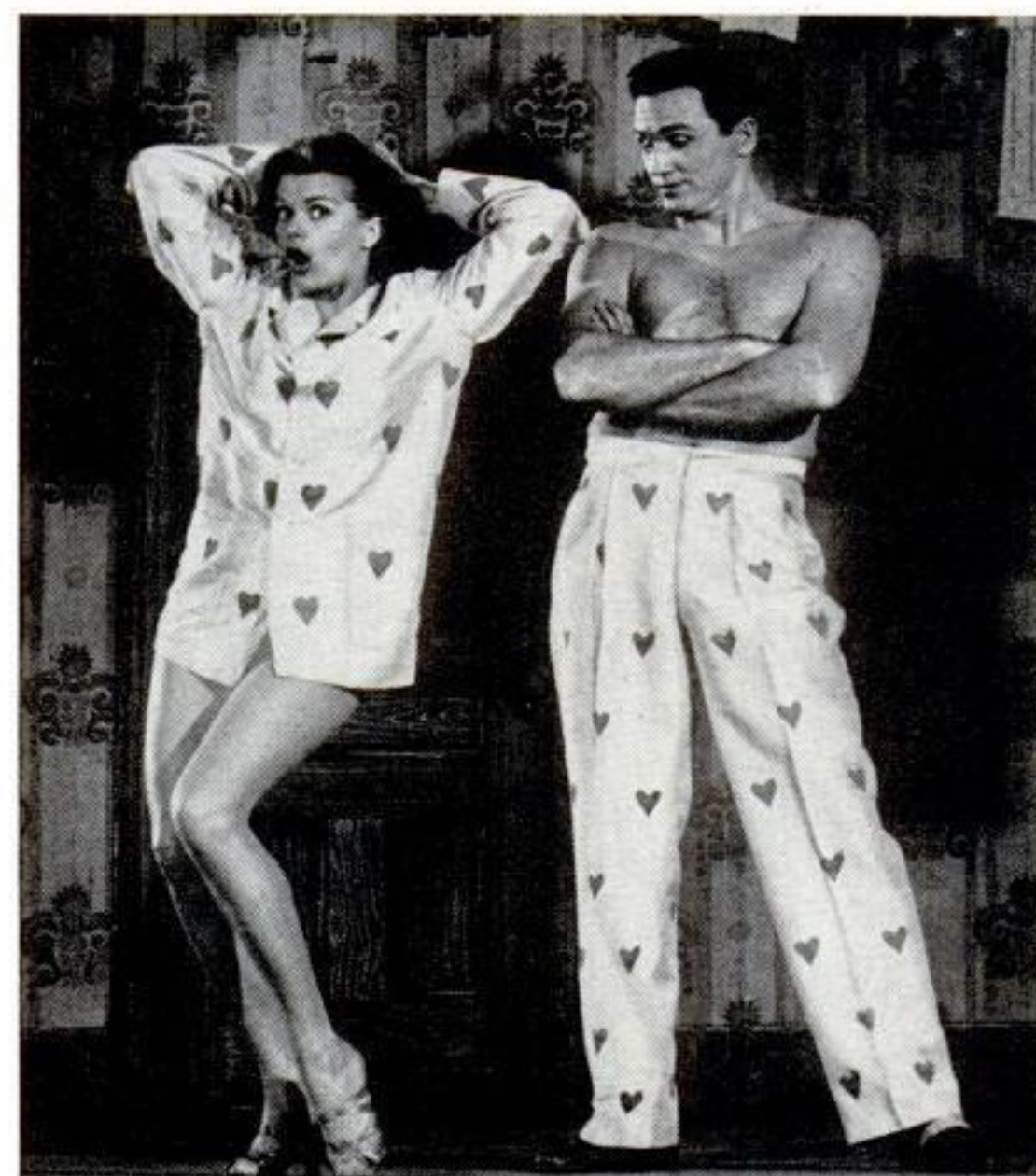
The ESTHER WILLIAMS swimsuit

What does a great swimming star insist on in a swimsuit? It must fit like a second skin, says M.G.M.'s Esther Williams*. It must be light—and as flexible as your figure. And it must be really flattering. This suit, created by Cole's designer Margit Fellegi, can be yours for only \$14.95.

by
Cole
of California

*Soon to be seen in "Jupiter's Darling"

'Pajama Game' CONTINUED



MANAGEMENT AND LABOR, depicted by Raitt and Paige singing love song, make economical use of one pair of pajamas.

CONTINUED ON PAGE 128



Your skin has never had such care...

You can't know until you try New Woodbury Soap just how beautiful your skin can be. Because New Woodbury is a new *kind* of soap. It's enriched with seven smoothing face cream oils and emollients intended to help *replace* the natural oils that wash away. Woodbury leaves your complexion soap-and-

water radiant—face-cream soft—lovelier, fresher than you ever dreamed it could be. And its mild, abundant lather and delicate fragrance make every Woodbury bath a luxurious beauty treatment that leaves you lovely all over. So, try New Woodbury Soap "*for the skin you love to touch*"!

New Woodbury Soap is enriched with 7 face cream oils

SHOCK

is your **watch's**
worst enemy—

 **incabloc**

is your **watch's**
best friend!

WHY?.....

incabloc safeguards the vital moving parts of a watch
against everyday shocks and jars . . .

incabloc maintains the accuracy of a watch

incabloc extends the life of a watch

incabloc saves you many dollars by keeping repairs to
a minimum.

Remember, when you buy a watch
be sure it has **INCABLOC** protection.

*As seen through a jeweler's magnifying lens
... INCABLOC... world's finest shock
absorber for watches.*

 **incabloc**

*Made in Switzerland
Protects the Life of Your Watch*

INCABLOC CORPORATION, 15 West 46th St., New York 36, N. Y.



'Pajama Game' CONTINUED

CAROL HANEY VAMPS A GOOF



TEASINGLY Carol Haney, who was an unexpected hit of the show, gallivants in front of a goof (Stanley Prager) at the pajama makers' annual picnic.



TRIUMPHANTLY Carol brushes aside her panting pursuer and sashays off into the woods with a flick of her scarf to hunt for more prepossessing Romeo.

CONTINUED ON PAGE 130

To bring out
the hidden glamour of your
beauty zone*

Wear *Life Bras*
by *Formfit*



#391 Life strapless with exclusive Plia-Cling feature—two supple coils that fit smoothly and support firmly. Plunging neckline, stitched underbust for a lovelier lift. Cotton broadcloth and nylon sheer, A, B and C, \$5.00.

If you are one of the 47 out of every 100 women who are dissatisfied with the bra they're now wearing, know the thrill of wearing the right LIFE BRA! Because only Formfit makes bras for every figure need.

In all the world there's not another figure quite like yours. It's this difference that makes it necessary to have bras designed to fit the underdeveloped bust, as well as the firm, the pendulous, the "A" through the "D" cup.

Perhaps you are one of the 47 out of every 100 women now dissatisfied . . . perhaps you didn't know that brassieres, whether strapless, longline, padded or bandeaux are available to meet your own individual requirements.

Know, as our designers know, a bra must fit you—you must not be uncomfortably molded to a bra. No other brand offers the precise fit made possible by LIFE Bras. LIFE by FORMFIT offers the largest selection in the world. Surely you'll want to make your next bra a LIFE Bra. All the better stores have them. Prices \$1.25 to \$6.50.

A collection of New Life Creations by Formfit



#389 Life strapless three-quarter bra. Two marvelously flexible stays in the underbust section assure comfortable support. Wires under bust mold and hold beautifully, securely. In enchanting nylon gold-dot sheer, A and B, \$4.00.



#396 Life longline strapless with exclusive Plia-Cling feature that lifts and molds with complete comfort. Flattens midriff, gives you a longer, smoother line. Plunging neckline. Cotton broadcloth and nylon sheer, B and C, \$6.50.



#387 Brassaliere by Formfit—to underscore bare-top fashions. Lightly boned for smooth fit and comfort. Wires under bust mold and support securely. Detachable garters. Nylon sheer and elasticized marquisette, A, B and C, \$10.00.

FREE!

"Your Figure Type—What To Do About It"—This new, informative Formfit booklet shows how you can determine your figure type, and how to make the most of it. No cost or obligation. Mailed in plain envelope. Write to The Formfit Company, Dept. S-54, 400 S. Peoria, Chicago 7, Ill.

THE FORMFIT COMPANY, CHICAGO, NEW YORK



New JOHNSON'S BABY SHAMPOO

- WON'T BURN or IRRITATE eyes
- Gets hair **GLORIOUSLY CLEAN**



END shampoo-time tears and temper with new, exciting Johnson's Baby Shampoo—a scientific miracle that doesn't burn or irritate delicate little eyes the way ordinary shampoos do!

Johnson's Baby Shampoo is pure as can be, safe for tiniest tots. It leaves hair sparkling clean, easy to comb. Sudses in hard or soft water...rinses out quickly, completely. Equally fine for dry or oily scalps.

Another exclusive, dependable Johnson's Baby Product.

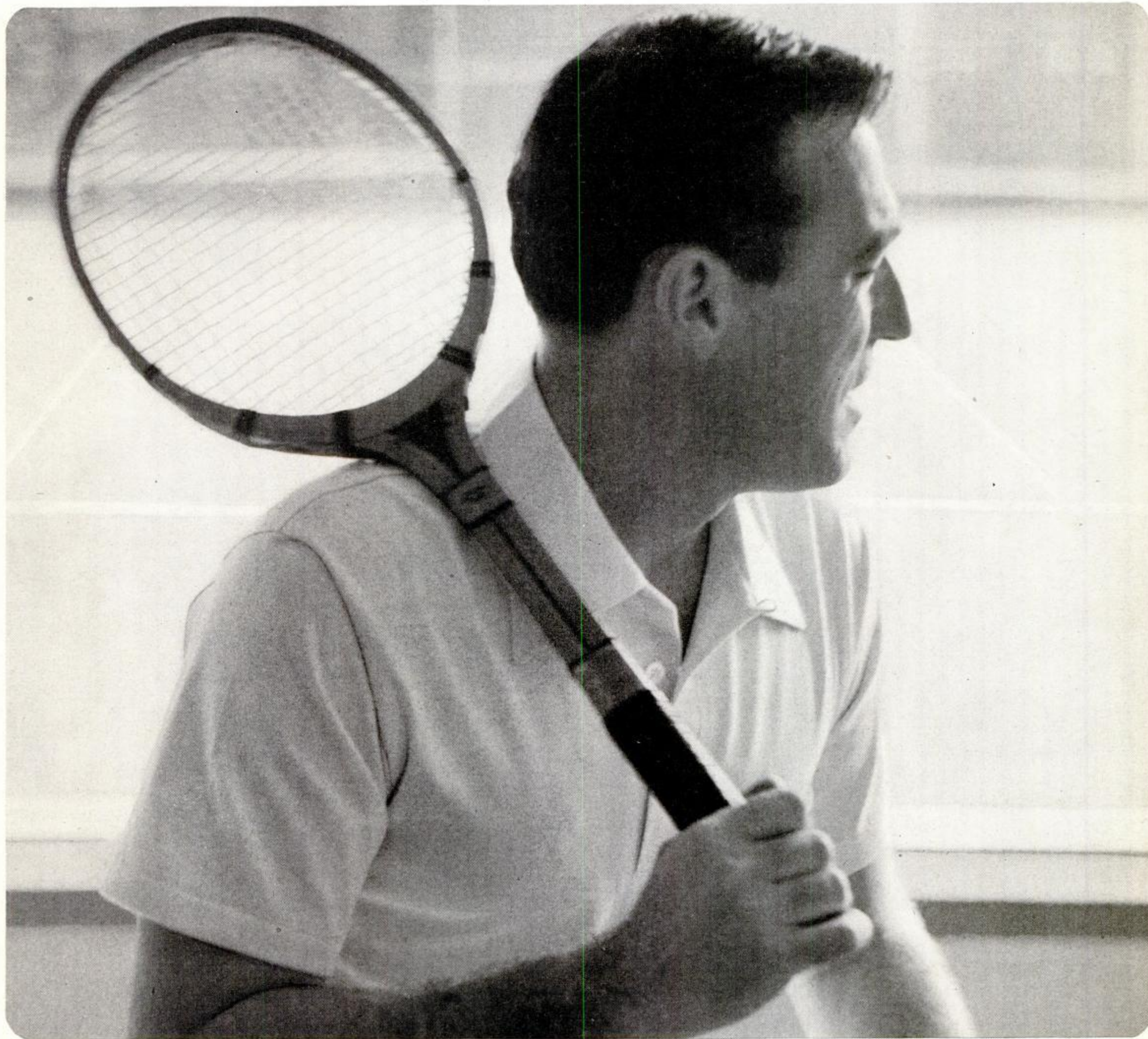
Johnson & Johnson

'Pajama Game' CONTINUED

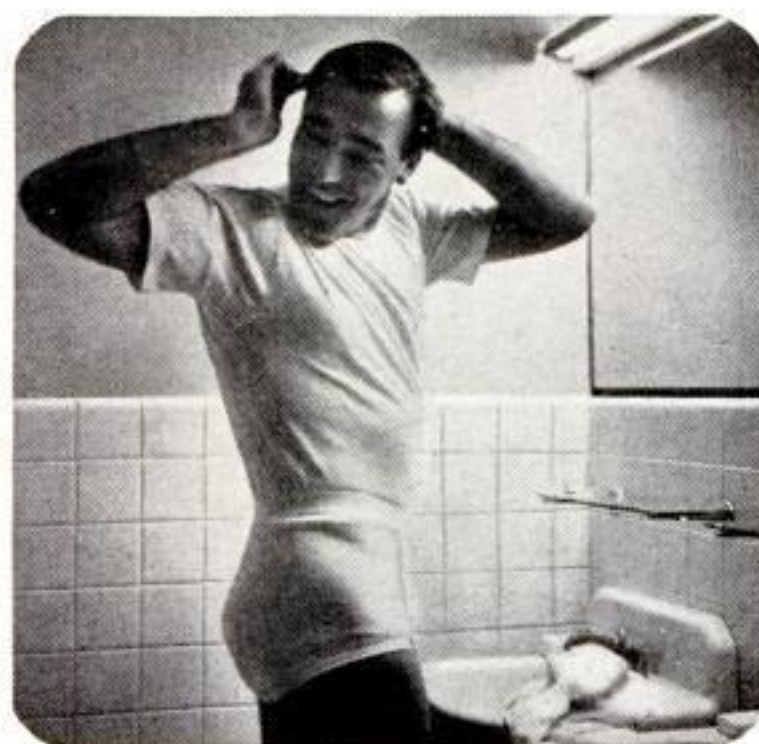
CAROL CAPERS WITH HOOFERS



SHOW-STOPPING DANCE performed by pajama makers at union rally has Carol (center) and two zany hoofers going through bizarre gyrations to a song called *Steam Heat*. This is Carol Haney's first Broadway appearance. For five years she was assistant choreographer to Gene Kelly in Hollywood.



"A shirt's a shirt?" Not in this man's language!



It takes combed, mercerized, matchless Durene cotton yarn to give you:
 Fine fit, good looks for good and all
 Thirsty, healthy absorbency
 Terrific shrink and stretch resistance
 Marathon wearing qualities
 Delightful next-to-skin feel
 . . . plus special, uniform Quality Control from yarn to finished garment.

On polo shirts, underwear, socks, always look for the word "Durene." It's written on labels like this

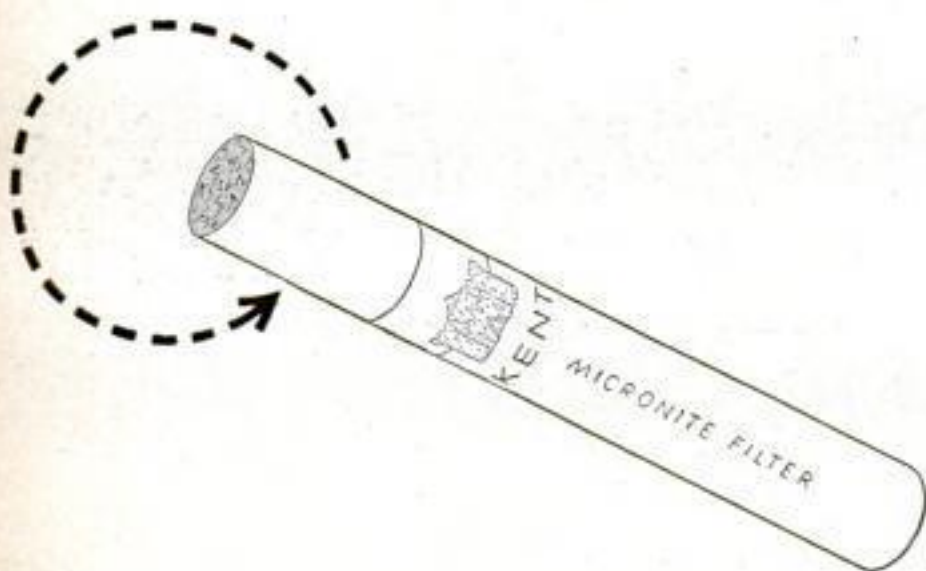
→ **Durene***

*T.M. REG. U. S. PAT. OFF. FOR MERCERIZED COTTON YARN THAT MEETS DURENE QUALITY STANDARDS. DURENE ASS'N OF AMERICA, 350 5TH AVE., N.Y.

"How can a filter cigarette that tastes so good be so much more effective than any other?"



Answer: Kent's Micronite Filter makes the difference and...
Only **Kent** has the MICRONITE Filter



KENT's EXCLUSIVE MICRONITE FILTER does the best filtering job of them all.

It removes more harshness and bite than any other filter cigarette. So you can enjoy the *light, refreshing taste*—the real tobacco flavor you get only when harshness is filtered out!

What's more, KENT's tobacco is especially blended so *you get the best* out of filter smoking.

KENT's filter—the most effective and, incidentally, the costliest to make—is made of material so safe, so pure it's used to filter the air in leading hospitals!

So, for most effective filtering, with a fresh, good taste, light up a KENT!

"KENT" AND "MICRONITE" ARE REGISTERED TRADEMARKS OF P. LORILLARD COMPANY

Enjoy

KENT

...with exclusive Micronite Filter

More effective than any other filter cigarette, old or new.





BEARING DOWN TO PROTECT A MEAGER 1-0 LEAD IN GAME AGAINST THE CLEVELAND INDIANS, BALTIMORE'S BOB TURLEY FIRES BALL TOWARD HOME PLATE

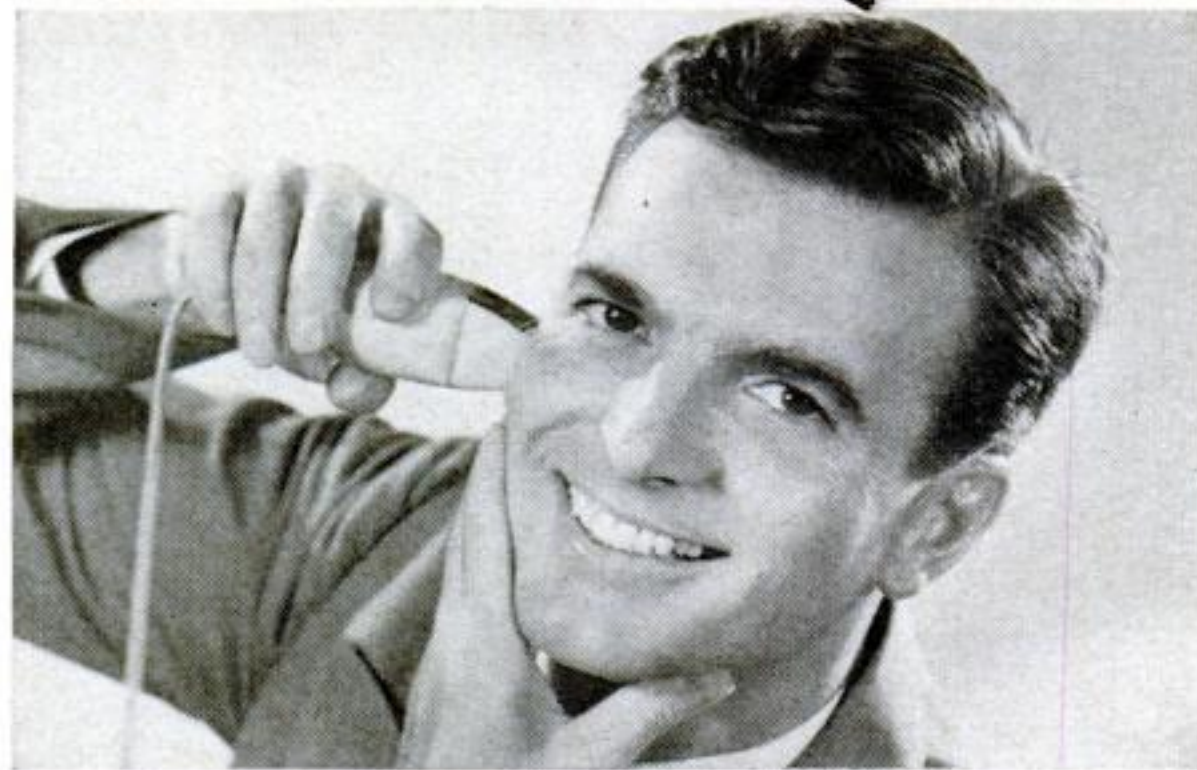
FASTEST BALL SINCE FELLER'S

But Turley toils without support

When Robert Lee Turley, 23-year-old pitcher of the Baltimore Orioles (*above*), throws a baseball as hard as he can, it travels nearly 100 miles per hour, the fastest in baseball today. "The only pitchers I have ever seen with more speed," says his manager, Jimmy Dykes, "were Walter Johnson and Bob Feller." Turley, nicknamed "Bullet Bob" by the sportswriters, also has a good curve, good control and in his first eight games this year held opposition teams to only 40 hits and 16 runs. He struck out 67

batters, more than any other pitcher in the major leagues. Yet Turley has lost as many games—four—as he has won.

Turley's trouble is the Baltimore team, the weakest hitters in the league. Twice this year he held opposing teams to two hits and lost. A relaxed, even-tempered athlete who came to the team last summer directly from the Army, Turley is unperturbed by his lack of support. "People tell me things can't go on this way," he remarks. "I sure hope they're right."



Fast, cool electric shaving no matter how hot the weather! That's what thousands of men now enjoy with this wonderful before-shave beard conditioner. Try it yourself—and see why they smile!

In Hot Weather

*get top performance from
your electric shaver*

Even in hot weather you'll get quick and comfortable electric shaving when you use this new *before-shave* beard conditioner!

Cooling, refreshing Letric Shave goes on like a lotion, then you shave! Note how it improves performance of your razor, no matter which brand it is. Feel how it speeds up shaving, cuts drag and discomfort—particularly for the skin that is dry and sensitive.

You get this amazing improvement in razor performance because Letric Shave instantly conditions your face for shaving. It does this with a remarkable three-way "setting-up" action:

1. It evaporates sticky, razor-clogging perspiration.
2. It lubricates your skin to eliminate "shaver drag" and to allow faster, cooler, more comfortable shaving no matter how hot and sticky the weather.
3. It makes your whiskers so soft your shaver can cut them off quickly, cleanly and closely . . . without a "miss" or a burn.

And Letric Shave is good for your shaver, too! It lubricates the shaver's cutting head for faster, easier action. Helps break in new razors, gives them longer life.

Try Letric Shave tomorrow. It's available at your nearest drugstore or

toilet-goods counter—and it costs less than a penny a shave! Only 59 cents, no U. S. tax, for the 3-oz. bottle—enough for 80 shaves.

Free! We want you to give this amazing beard conditioner a thorough trial because we're sure Letric Shave will make you so much happier with your electric shaver for many a year to come.

That's why we'll send you a generous free sample—enough for a full month of shaving—absolutely free.

Send your name and address to The J. B. Williams Company, Dept. L-4, Glastonbury, Conn. (offer good only in Continental U.S.A.).



"With Letric Shave, I shave much closer and faster—and get a cooler, more comfortable shave in the bargain," reports F. Ensinger, Jr., Newark, N. J.



"It fills a long-felt need," says W. H. Varley, Newton Centre, Mass. "Letric Shave makes it possible to get fast, close shaves. There's no irritation, either—even in hot weather."



NEIGHBORHOOD HOT SHOT, Turley (left) at 11, pitching for East St. Louis sandlot team, once struck out all 18 of the batters in a six-inning game.



TEASED about rave press notices, Turley rubs burr head of Teammate Eddie Waitkus. Turley never complains to teammates about their weak hitting.



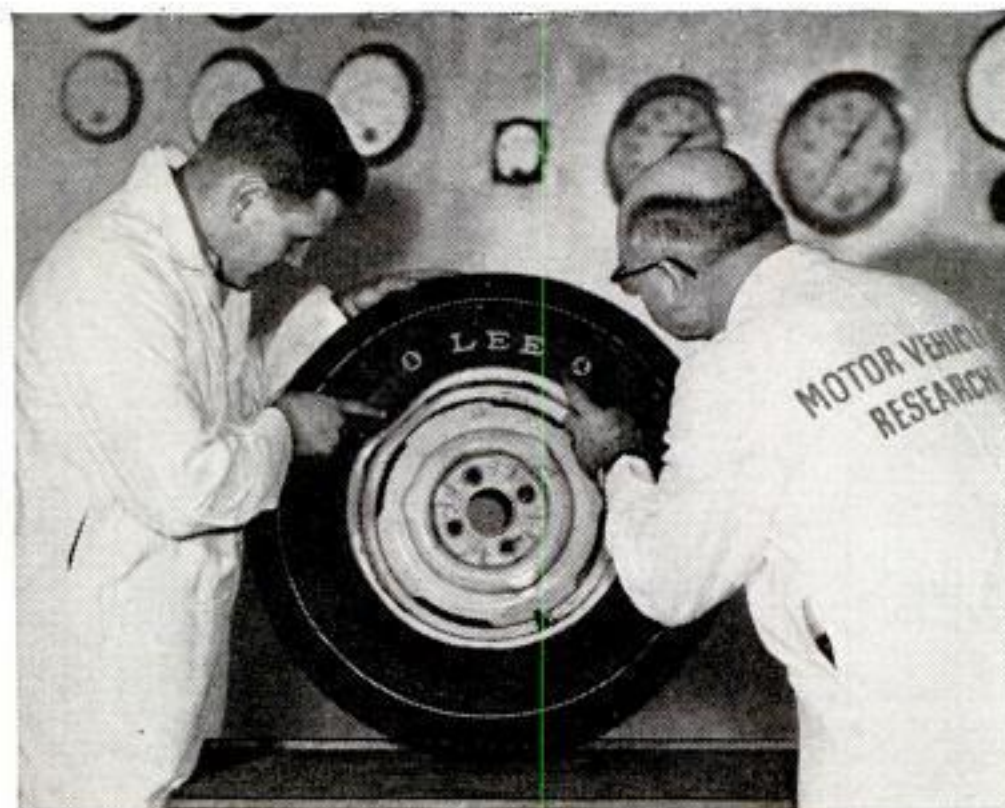
STRIKE-OUT, one of the eight Turley pitched against Cleveland, is signalled by the plate umpire as Batter Larry Doby looks back and gets the call.

CONTINUED ON PAGE 136



- 1. 189 Brutal Tests Prove Safety, Durability of Lee Tires.** Crashing into a concrete block 49 times was just one of the actual road tests conducted by Motor Vehicle Research, Inc., Epping, N.H., that proved the amazing strength of Lee Super DeLuxe Tires.

LEE TIRES PROVED SAFER, MORE DURABLE YET COST NO MORE THAN REGULAR TIRES



- 2. Lee Tires Are Doubly Guaranteed.** In addition to riding roughshod over the concrete block, the Lee Super DeLuxe Tire was subjected to 140 other brutal beatings including 75 pounding blows into a 14-inch-deep chuck hole and slamming 16 times into a railroad tie at speeds up to 45 mph. Because these tests by America's foremost independent automotive testing organization proved how tough Lee Tires really are, we do not hesitate to back them with a *double guarantee*—for life as to quality of materials and workmanship and for 15 months against all road-hazard damage, including cuts, bruises, impact breaks, blowouts.

- 3. Lee Tires Cost No More.** When experts examined the Lee tire after its 189 torture tests, they found no loss of air pressure, no damage to the tough carcass, even though the steel rim of the wheel was badly bent. *Actual road tests* involving hazards motorists encounter every day, provide the best possible evidence that Lee Tires are extra safe, extra durable. No wonder Motor Vehicle Research gave Lee Tires that organization's "Certified Test Award." And remember that these tires were not hand-picked, premium-priced tires, but the regular-priced Lee Super DeLuxe Tires that safety-conscious motorists are buying every day.

Photos by Motor Vehicle Research, Inc.



- 4. Better Trade Now, Better Buy Lee.** More than 19,000 Lee Dealers from coast to coast are ready to buy the unused mileage in your present tires and to equip your car with new Lee of Conshohocken Tires. There is a dealer near you. See him soon and let him show you why Lee Tires are your best tire buy today.

FREE: If you want more information about these tires before you visit your Lee Dealer, write us for a copy of the MVR test report. You'll be amazed that any tire could take such a beating! Address Department 23.



LEE RUBBER & TIRE CORPORATION • CONSHOHOCKEN, PA.

TIRE DEALERS: There may be a Lee franchise available in your community. Write us for information.



She insists on
BAYER Aspirin
because she wants
the **BEST**
—even though it
costs a few
pennies more!

MILLIONS OF PEOPLE prefer Bayer Aspirin because it gives them the *fast* relief they want from headaches and the pains of neuritis or neuralgia.



You can see one reason why it acts so quickly when you drop a Bayer Aspirin tablet into a glass of water. It starts to disintegrate so *fast you need a stopwatch to time its speed*. And the same thing happens in your stomach! Bayer Aspirin is ready to go to work almost instantly—makes you *feel better fast*.

So when you buy aspirin, why be satisfied with anything less than the *best*? Sure it costs a few pennies more, but the *best* aspirin is *Bayer Aspirin*.

Get the **BEST**—get

BAYER® ASPIRIN



BROODING MANAGER Dykes frets after Turley allowed only two runs in 12 innings but lost. "Kid shouldn't have lost a game all year," he complains.



BRAWNY PITCHER emerges from showers. A 6-foot-2, 207-pounder, he never seems to tire in a game. The team signed him six years ago for \$500.



THE NEW SILHOUETTE **Carrier** ROOM AIR CONDITIONER

BUILT BY THE PEOPLE WHO KNOW AIR CONDITIONING BEST. CARRIER CORPORATION, SYRACUSE, NEW YORK



*The
Golden Touch
of Hospitality*

Seagram's
Ancient Bottle
distilled dry **Gin**

*A pale golden gin of rare
mellowness and superb bouquet
made by an original and unique
method, the first pale golden gin
of its kind ever made in America.*

*distilled by
Joseph E. Seagram & Sons, Inc.
Louisville, Kentucky*



Cool. Smooth and
Golden

THE
SEAGRAM
SEABREEZE

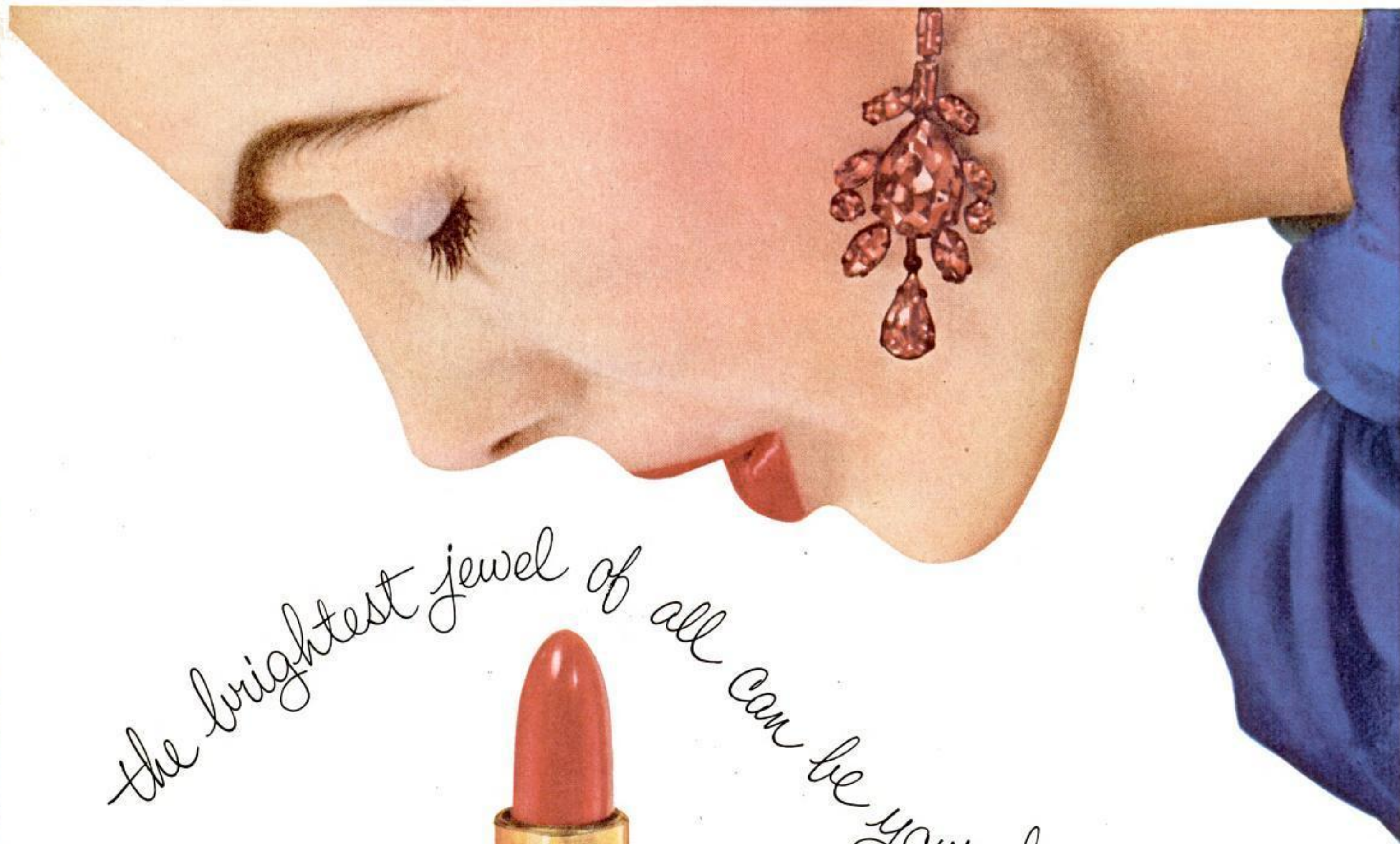
is the Perfect
Gin and Tonic

Made only with
Seagram's *Golden* Gin

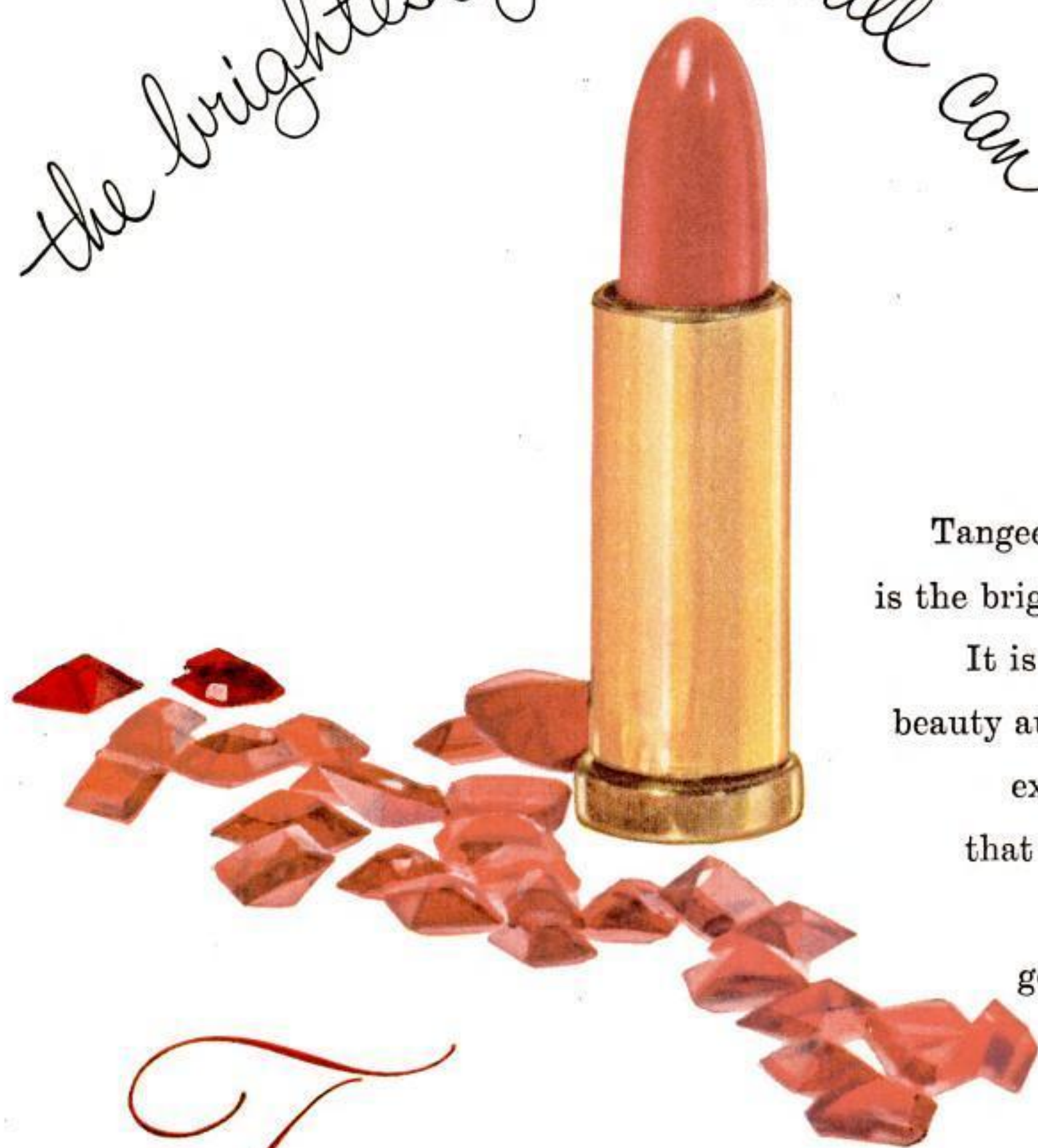
FOR SHEER golden pleasure, for a drink as clean and cool as a breeze from the sea, nothing quite equals the Seagram Seabreeze... America's perfect gin and tonic. Order one at your favorite tavern, or enjoy it at home. It's the happiest summer recipe since time began. Pour 1½ oz. of Seagram's Golden Dry Gin over plenty of ice. Add tonic water and a slice of lemon or lime. Then sit back and relish the most delightful gin and tonic ever made... The Seagram Seabreeze.

SEAGRAM-DISTILLERS CORPORATION, NEW YORK CITY. 90 PROOF,
DISTILLED DRY GIN, DISTILLED FROM AMERICAN GRAIN

THE GOLDEN TOUCH OF HOSPITALITY



the brightest jewel of all can be your lips...



Tangee's newest lipstick shade—BRIGHT 'N CLEAR is the brightest, clearest, most dazzling red on record.

It is exactly the color and lipstick America's leading beauty authorities say smart women should wear. And—exciting miracle!—here is an indelible-type lipstick that actually stays BRIGHT 'N CLEAR for hours and hours. It will not dry your lips...will not go dull and lifeless even after blotting. So start your BRIGHT 'N CLEAR future today!

Tangee PRESENTS
“BRIGHT 'N CLEAR”

a new shade...a true shade...a just-right-for-you shade!

SECONDARY EDUCATION:
LAST OF SIX PARTS



ON THE MARCH, STAUNTON MILITARY ACADEMY STUDENTS KEEP STEP TO FULL-THROATED COMMANDS OF 17-YEAR-OLD CADET CAPTAIN JOHN KERESZTESY

THE MILITARY SCHOOL

Along with their studies, Staunton's cadets get a disciplined life

PHOTOGRAPHED FOR LIFE BY LEONARD McCOMBE

From a cluster of granite buildings at the edge of the town of Staunton in Virginia's Shenandoah Valley, there echoes regularly the call of young voices barking out clearly: "Hut, toop, thrup, fawp!" The sound is a sign that the 412 boys who attend Staunton Military Academy are busy doing their schoolwork by the numbers. They are among the minute fraction of U.S. teen-agers (20,000) who attend some 120 private military schools to find what seven million others find in high school or prep school or vocational schools—a place to study and prepare for the future.

The military school's place in the U.S. educational scene is very small and sometimes has been uncertain. In the last 30 years at least 36 have

closed down while 26 have opened. But the military school as an idea is very old. John Milton in 1644 urged military education to make young people "hate the cowardise of doing wrong" as well as "strong and well in breath." George Washington first proposed what is now West Point, the nation's first military school, for more pragmatic purposes. Advocates of today's independent military schools cite both values: military training as an end in itself and as a stern vehicle for building character. Whatever the aim or the result, military school cadets live by far the most disciplined student life depicted in LIFE's series on the diverse and multipurposed system that together represents U.S. secondary education in 1954.



WALKING OFF "STICKS" on their free time, a "beat squad" pays the penalty for breaking rules. Each "stick" means at least one hour's march.



A FIELD PROBLEM IS LAID OUT FOR SQUAD BY M/SGT. FRED DE MAIO, GERMAN OCCUPATION VETERAN

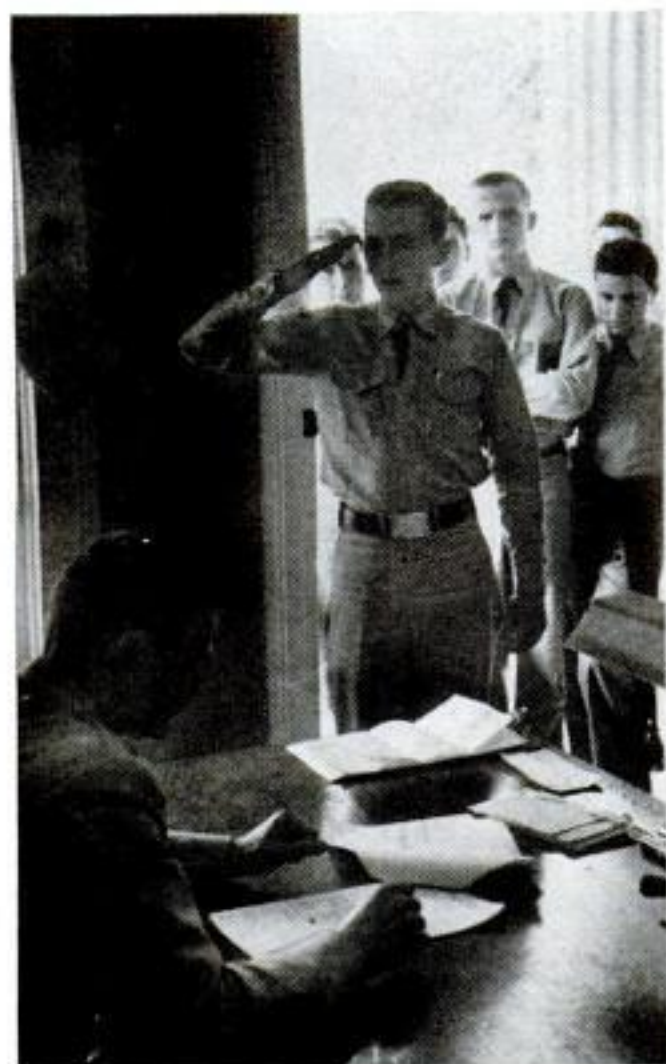
THE ARMY ATMOSPHERE

The academic side of Staunton, as at other secondary military schools, is primarily preparation for college. Its class schedule covers most subjects a nonmilitary boys' school might offer since nine out of ten cadets go on to higher education. The best military schools have largely overcome the once widely held concept that military schools are the best place to knock decency into delinquents.

Staunton's atmosphere is nonetheless that of an army post. From the bugler's first call at 6:30 a.m. until 10 p.m. taps, the Staunton day is marked by a succession of formations, inspections and policing details. Each cadet drills daily with his government-issue M-1 rifle, from which the firing pin has been removed, and

two hours each week he studies military science. For any violation of the 40-page book of rules or any disobeyal of orders there is a penalty. Sample: four hours of walking special duty (*left*) for "failure to fill up pews in church after being told to do so."

The man who enforces Staunton's rules is Commandant Donald Sutton, a World War II sergeant who believes "discipline is guidance." A headmaster, Colonel J. W. Pence, runs the academic program, and both Pence and Sutton report to the superintendent, Colonel Harrison Dey. Under them is a faculty of 30 who, except for two retired regulars and four National Guard and Reserve officers, are all civilians—officers only in the Staunton army.



DISCIPLINARIAN, Commandant Sutton reviews prank that has brought a saluting fourth-year boy to his office.



TOP BRASS, Staunton's administrators and department heads, meets to discuss curriculum. Although all hold school rank of colonel, only Colonel Joseph Taylor (*seated, center*) ever actually held that rank as a Regular Army man.



COUNSELOR, Commandant Sutton stops off in dormitory after hours to chat with a homesick first-year boy.

CONTINUED ON PAGE 145

argus c3

THE COMPLETE PACKAGE

CAMERA CASE and FLASH only... **\$66⁵⁰**

This little helper (film counter) tells you at a glance the number of pictures you have taken.

Look at your subject through this window, then turn the rangefinder dial (lens-coupled) and bring it into exact focus. So easy it's almost automatic!

Just press the trigger (body-type shutter release) to take your picture—so easy to do without moving the camera!

Action shots are as easy as "stills"! You set shutter (gear-controlled) here. Complete range of speeds $\frac{1}{10}$ to $\frac{1}{300}$ second!

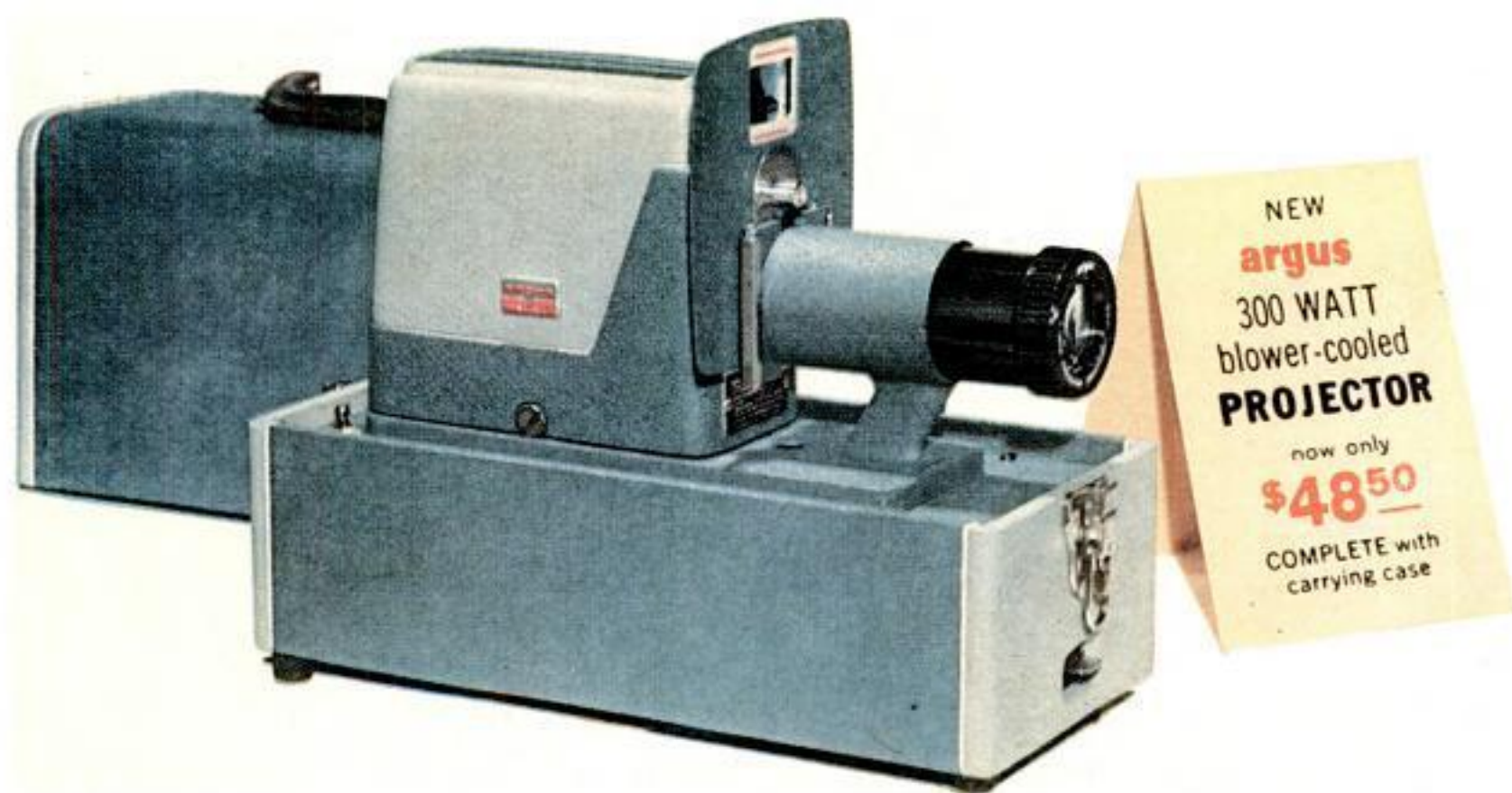
Handsomely designed, ruggedly constructed, easy to hold.

Built-in color-matic guide makes picture-taking easier than ever.

Flash gun plugs in here (built-in synchronizer). No complicated adjustments or dangling wires!

This is the famous Argus Citar f:3.5 lens. It is easily interchangeable with Argus telephoto and wide-angle lenses!

A luxury camera in every detail (*except price!*)



NEW
argus
300 WATT
blower-cooled
PROJECTOR

now only
\$48⁵⁰
COMPLETE with
carrying case

Here is the perfect companion for any 35mm camera. Wide angle lens gives you big, brilliant pictures even in a small room... has a powerful yet silent blower and special heat-absorbing lens to pro-

tect your valuable slides... a "right-side up" rotary slide carrier prevents upside down pictures. No other projector offers you so much for the money! Ask your Argus dealer for a demonstration.

People with a wealth of photographic experience have found that pictures taken with an Argus C3 are at least equal to those taken with cameras costing hundreds of dollars more.

And the Argus C3 is the *only* American-made 35mm camera to offer you interchangeable telephoto and wide angle lenses* that couple to the rangefinder. This makes the C3 the most versatile of any American-made 35mm camera.

Precision-made in every detail, the Argus C3 is an ideal "all around" camera. With it you can take breath-taking color slides—crisp, clear black-and-whites—thrilling action shots... and you can take them *all* indoors or out.

Visit your Argus dealer and find out why more than a million people have made the Argus C3 their first choice of 35mm cameras.

*Interchangeable lenses available at extra cost

argus

Manufacturers of precision photographic and optical instruments

Copyright 1954, Argus Cameras, Inc., Ann Arbor, Michigan. All prices include Federal Excise Tax where applicable, and are subject to change without notice.

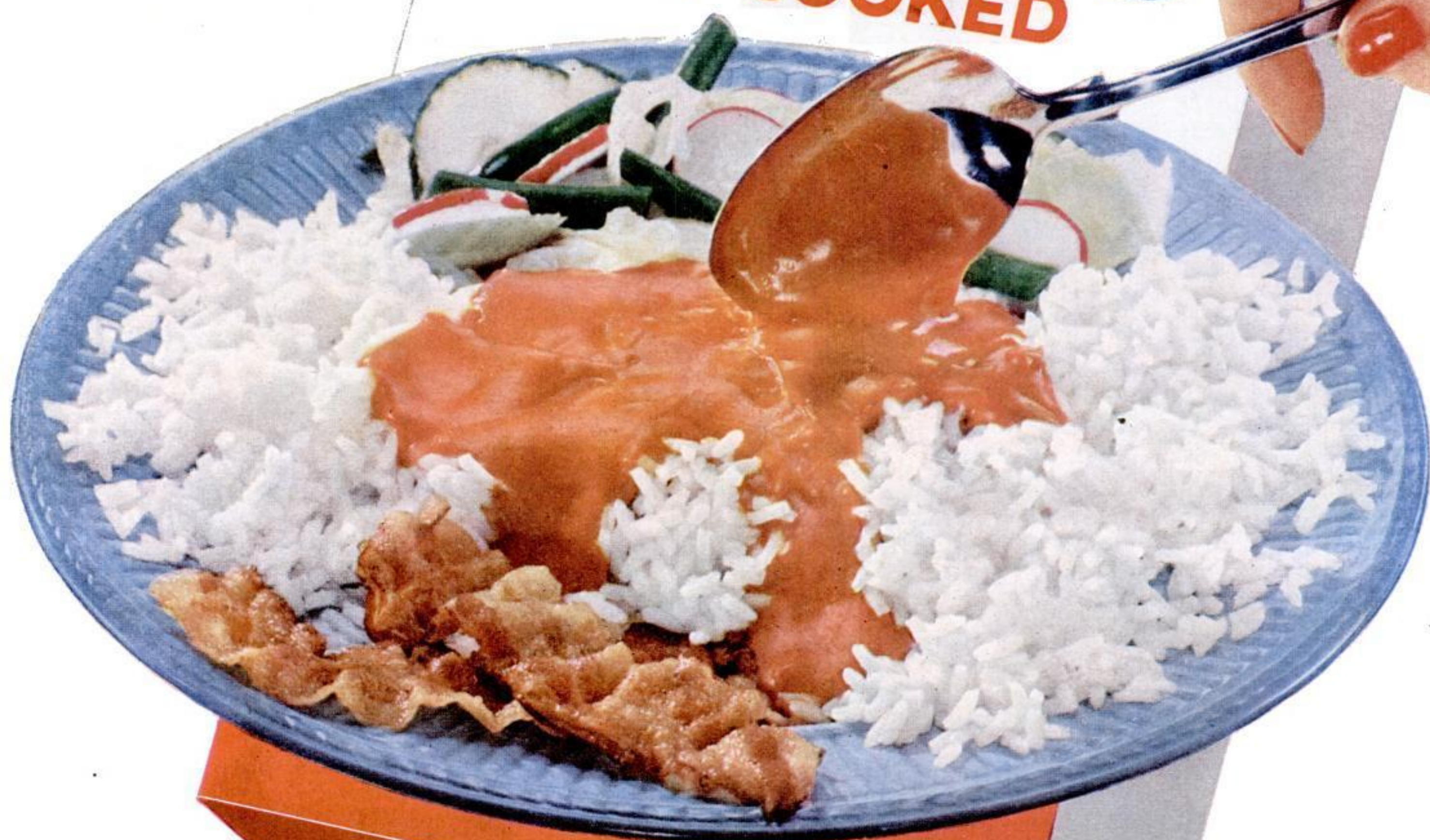
Copyrighted material

PERFECT RICE WITHOUT COOKING

Just add
to boiling water
for perfect rice
every time!

MINUTE
BRAND
RICE
PRE-COOKED

PERFECT
EVERY
TIME



No washing! No rinsing!
No draining! No steaming!

You don't boil Minute Rice. You merely add this pre-cooked rice to boiling water, remove from heat—and presto! The whitest, fluffiest, most delicious rice that ever brightened a dinner table! No work, no watching, no sticky pans. And Minute Rice is fool-proof—every grain plumps out separate and tender *every time!* Thrifty, too—be sure to get the big economy package.

Product of General Foods

Served In Jig Time—For Just 14¢ A Serving!

MINUTE RICE RAREBIT

All you need is Minute Rice . . . canned tomato soup . . . and cheese. And here's all you do:

1. Prepare $1\frac{1}{2}$ cups Minute Rice according to simple package directions.
2. Heat 1 can condensed tomato soup over low heat—don't boil.
3. Add $1\frac{1}{2}$ cups grated Cheddar Cheese. (Or use 8 ounces process cheese cut into small cubes—about 2 cups.) Stir until melted. Season with $\frac{1}{2}$ teaspoon Worcestershire sauce and dash of cayenne.

Spoon the savory sauce over the snowy Minute Rice . . . and delight 4! Remember—only handy Minute Rice makes this dandy dish so quick, so easy!

TWICE-A-DAY RITUAL

The firmness of Staunton's program is nowhere more evident than in the compulsory calisthenics sessions. Twice each day, before anyone goes to breakfast and at midafternoon, the cadets assemble to raise their voices in a thunderous precision chorus as they sweat through their strenuous exercises (*right*). Despite the rigors the cadets put up few gripes. School authorities credit this largely to the leadership program which is inherent in the cadet corps. The student body is organized on a regimental basis with regimental, battalion and company commanders, as well as platoon and squad leaders. By his senior year almost every cadet is certain of holding some position of command within the student body. Some parents consider this training alone worth the yearly tuition of \$1,500.

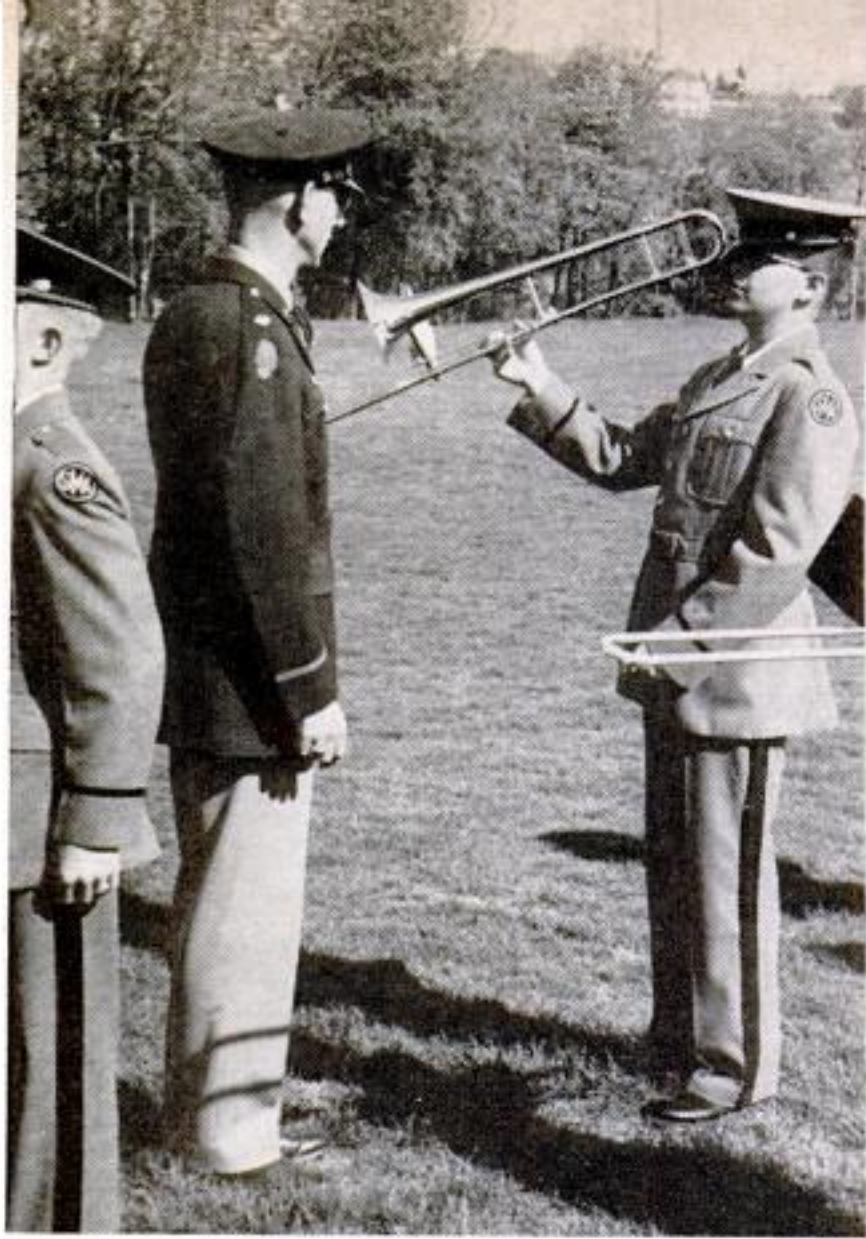


CALISTHENICS IN CADENCE, with cadets shouting as they swing through the "high jumper," combines body building and training of "command voices."

MISFORTUNE IN THE FIELD COMES TO A CADET DURING EXERCISE PERIOD. ONLY EXPLANATION HE COULD GIVE WAS THAT "THE PANTS MUST HAVE SHRUNK"



CONTINUED ON NEXT PAGE



PRESENTING HORN instead of rifle, Bandsman Allen Dickman passes inspection by visiting officer.

CHECKED OUT, POLISHED UP

The pay-off of the school year at Staunton is the Regular Army's annual spring inspection. Although the Army pays the salaries of the Staunton ROTC staff (total: \$40,000) and supplies equipment (value: \$100,000), the annual review is the only over-all checkout of the school by the federal government. In preparation for it the staff and students go on a cleaning binge that leaves rooms and compounds models of military spit and polish.

The principal military advantage a graduate may look forward to is a chance to compete for one of 40 appointments offered by West Point to military school honor students. Actually, of this year's senior class of 114, only seven plan military careers. But all the cadets, in the words of a former president of the Association of Military Colleges and Schools, will carry with them the benefits of an environment "in which honor, duty, obedience and cooperation have much the same meaning they will later hold in business and community living."



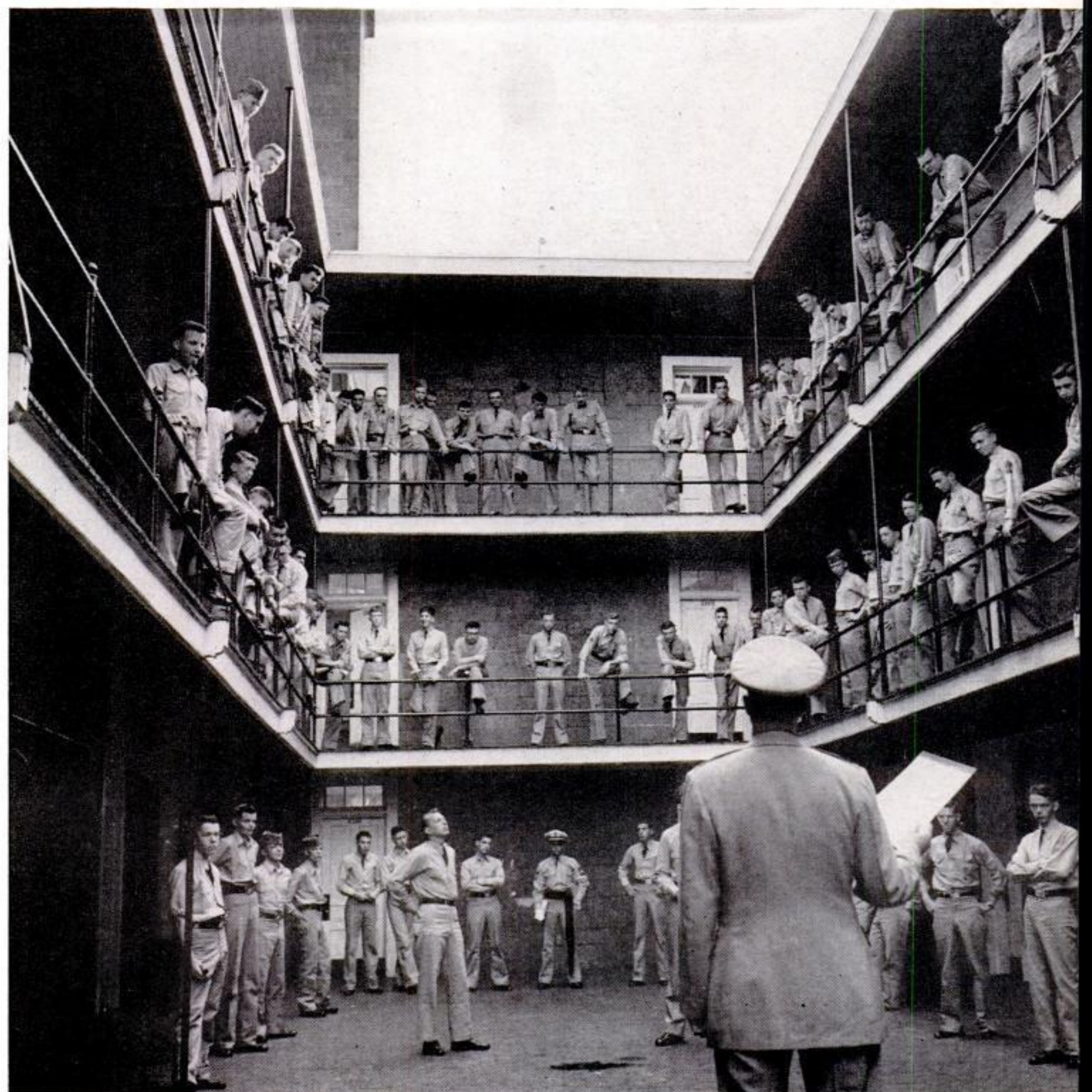
FREEZING INTO "BRACE," Cadet Walter Uhlig is rebuked at inspection for inky blotter on desk.

MILITARY SCHOOL CONTINUED



IN MESSY COMPOUND (above) cadets drape bedding, dump debris in preparing for inspection.

IN SCRUBBED COMPOUND (below) Sutton reprimands cadets for tossing review-end firecracker.



There's nothing like
WAXED PAPER

You've proved it in your very
own kitchen—**WAXED PAPER**
keeps food fresher, longer

Buy Bread in Waxed Paper

You're smart about keeping foods fresher . . . YOU just wrap them in waxed paper! You can be equally smart in buying bread by choosing the loaf wrapped in waxed paper. New, improved waxed paper now used by leading bakers is unequalled in shutting out air, light . . . sealing in flavor, freshness, nutrition.

And waxed paper stands up best after you bring your bread home, too. Tough, hard to tear, it rewraps easily. **KEEPS** bread at its best in your bread box, refrigerator or cupboard. Yes, for keeping bread fresher, longer, there's just nothing like waxed paper.

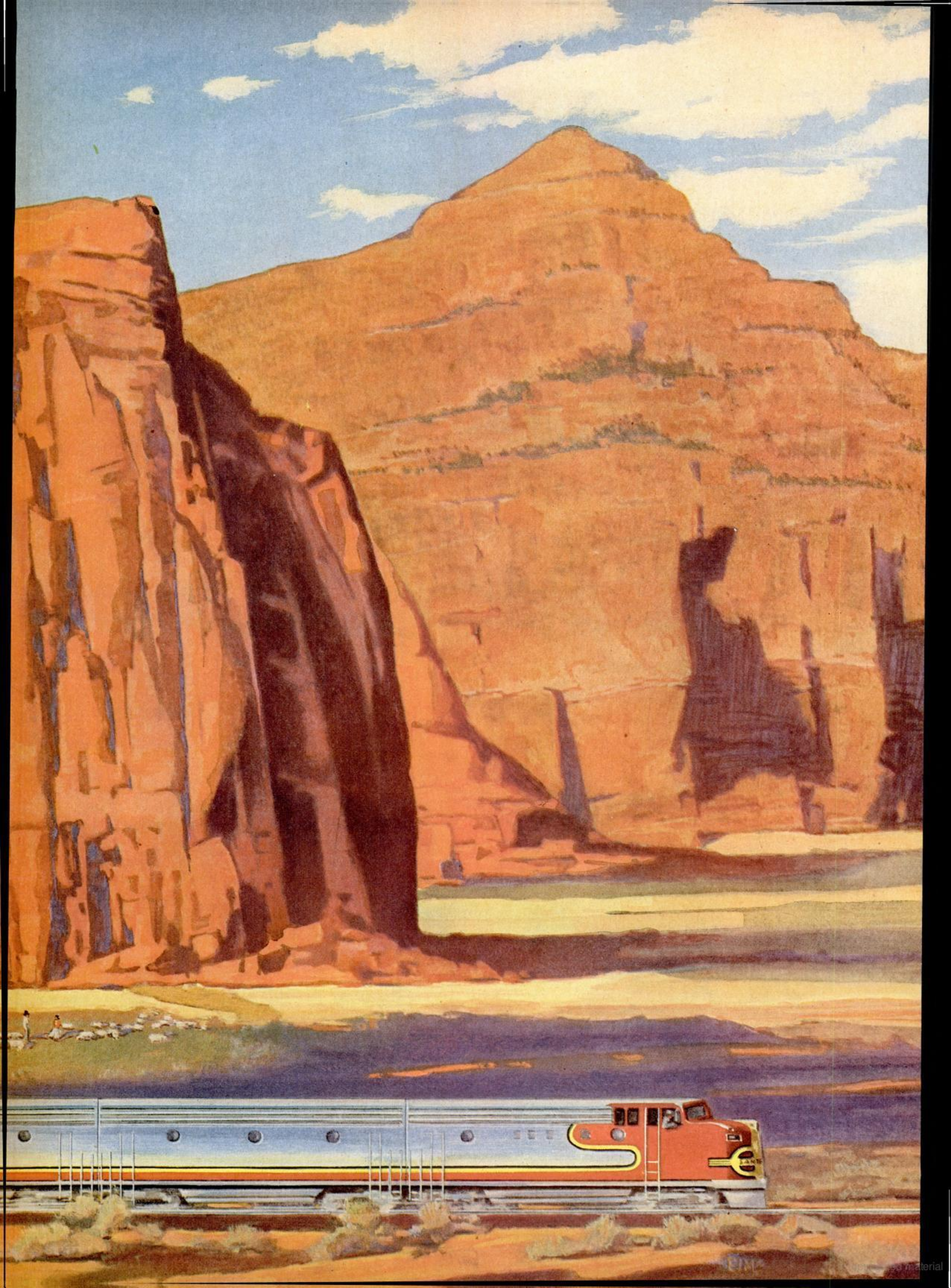
*It isn't a meal
without
BREAD!*



Gown designed by
Pauline Trigere.

© WAXED PAPER
MERCHANDISING COUNCIL, INC.

for freshness and flavor buy bread in WAXED PAPER



New! **San Francisco Chief**

*New luxury streamliner via romantic Indian Country
between Chicago—San Francisco...with through
service between San Francisco—Houston—New Orleans*

Eastbound from San Francisco. Westbound to that storied city of the Golden Gate. Here's the brand new way to go. Santa Fe all the way. *San Francisco Chief!*

Aboard this newest Santa Fe streamliner you follow the famous route of the Chiefs. Through the fabulous Indian Country in daylight—most colorful part of America!

Chair car or Pullman, you ride in smooth, swift, streamlined luxury. You ease yourself into an angled sofa seat in the new full-length Dome with its big picture windows.

You enjoy wonderful Fred Harvey food. Every modern travel convenience is yours, including Courier Nurse service. Also, there are convenient connections to Yosemite National Park—one of America's most famous scenic wonderlands.

On your next trip to or from San Francisco, ride a great new Chief... the *San Francisco Chief*.



"BIG DOME"

AMERICA'S MOST BEAUTIFUL FULL-LENGTH DOME gives a dramatic picture-window panorama of the route of the Chiefs.



Take the family along on the more-to-see Santa Fe route and let our **FAMILY PLAN** reduce your travel costs.

For details see your travel agent
or any Santa Fe ticket office



← MAJESTIC "TEMPLE ROCK" near the Continental Divide in New Mexico—one of the memorable landmarks along the Santa Fe.

America's New Railroad



Yardley English Lavender from \$1.10 ... Soap, box of 3, \$1.35 ... Dusting Powder, \$1.75 ... new Bath Oil, \$1.75 ... all prices plus tax, except soap.

For the freshest, youngest feeling in the world

Here's a delightful way of being your brightest self. ... It's the fresh, fresh feeling ... the young, light feeling ... that you get from Yardley English Lavender in its many fragrant forms.

It's so easily, so quickly, so pleasantly achieved.

You begin with a stimulating, luxurious Yardley Lavender bath. The soap exhilarates you, gently cleanses you with its clouds of creamy lather. The new bath oil makes the water more refreshing.

Then, you splash on the toilet essence from head to toe ... revel in its tingling fragrance. And you top off your morning's rejuvenation with a soft, fine film of dusting powder.

Through the day, make the cool, fresh lilt of the toilet essence a part of your loveliness ... dash it on wrists and forehead for a lift when you begin to feel a bit weary.

Nothing in the world makes you feel so young, so fresh, so charming as Yardley English Lavender. Discover this for yourself by using Lavender in its many fragrant forms. You'll find them all at your favorite drug or department store.

Only Yardley, in all the world, brings you the fresh, young feeling of English Lavender. Blending the oil of Lavender blossoms with precious ingredients from the earth's far corners, they achieve a fragrance that's truly unique.

Yardley products for America are created in England and finished in the U.S.A. from the original English formulae, combining imported and domestic ingredients. Yardley of London, Inc., 620 Fifth Ave., N.Y.C.

Yardley *English* Lavender



ROMA: FONTANA DI TREVI THE TREVI FOUNTAIN

Hello:

Rome is just the greatest!
This is the cutest fountain.
You throw coins in and make
a wish and it comes true if
the wish means coming back
to Rome. My two roommates
Anita and Frances took me
here yesterday. . . .

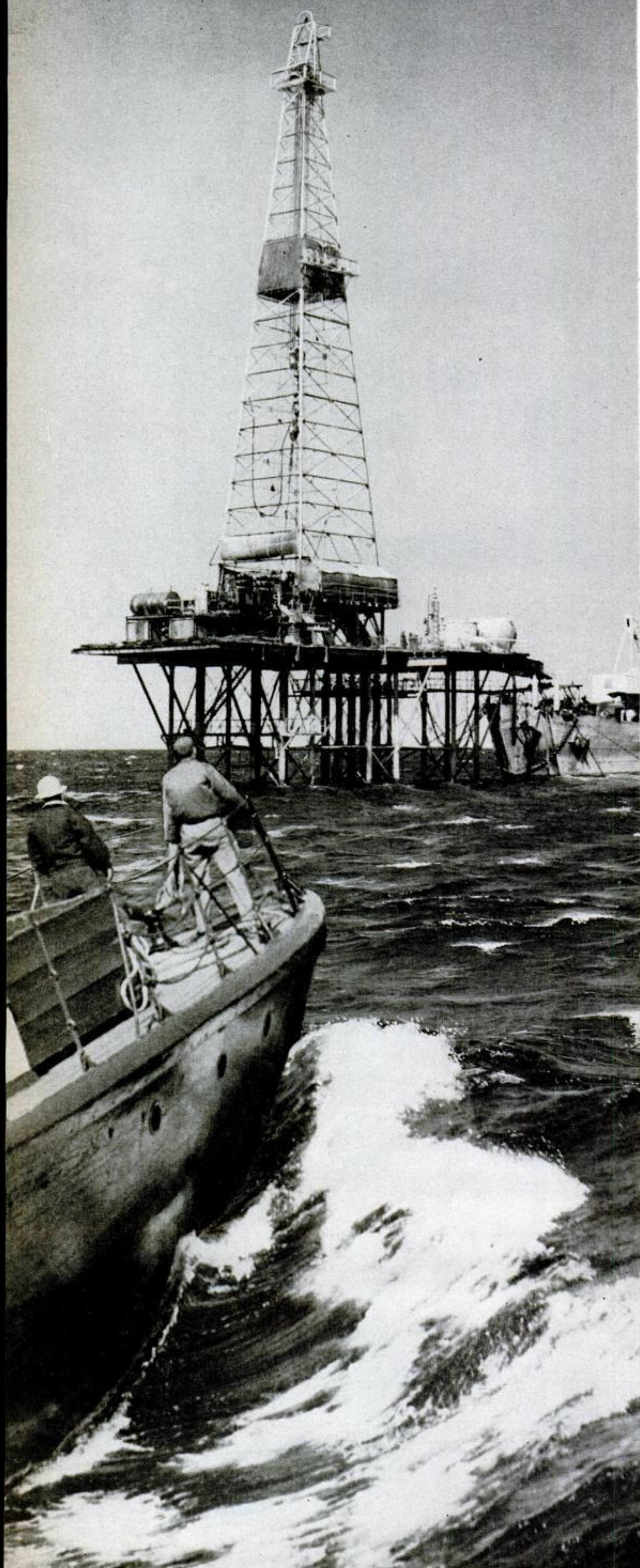


Postcard
from
Rome

INTO TREVI FOUNTAIN in Rome an American girl, Maria, tosses coin and, watched by her friends Frances (left) and Anita, makes a wish. This starts 20th Century's *Three Coins in the Fountain*, whose CinemaScoped scenes are like a series of picture postcards of Italy and whose plot has the ecstatic flavor of a tourist's wide-eyed messages home.

MARIA'S WISH—to stay in Rome—is enhanced by a prince (Louis Jourdan). To see how Maria (Maggie McNamara) makes most of her wish, turn the page.





OFF LOUISIANA COAST, a supply boat plows through choppy seas to offshore rig. Drill crew and heavy gear are housed on LST moored to rig. Because of great difficulties of exploring and drilling at sea, of time lost through bad weather, and of communication and transport problems, cost of getting oil from under the Gulf is $2\frac{1}{2}$ to 3 times that of oil produced ashore. Yet competition is so great, oilmen will drill offshore more than a well a week this year.

U. S. Oilmen Challenge the Sea

**In the "Playground of Hurricanes,"
Oil Companies Compete
to Find New Supplies for You**

In the open waters of the Gulf of Mexico, against every hazard of wind, wave, and sudden storm, sea-going oilmen are opening up a new American frontier.

Now that oilmen have gone to sea they face entirely new problems. Here are just a few of the difficulties that must be overcome in a typical deep water operation:

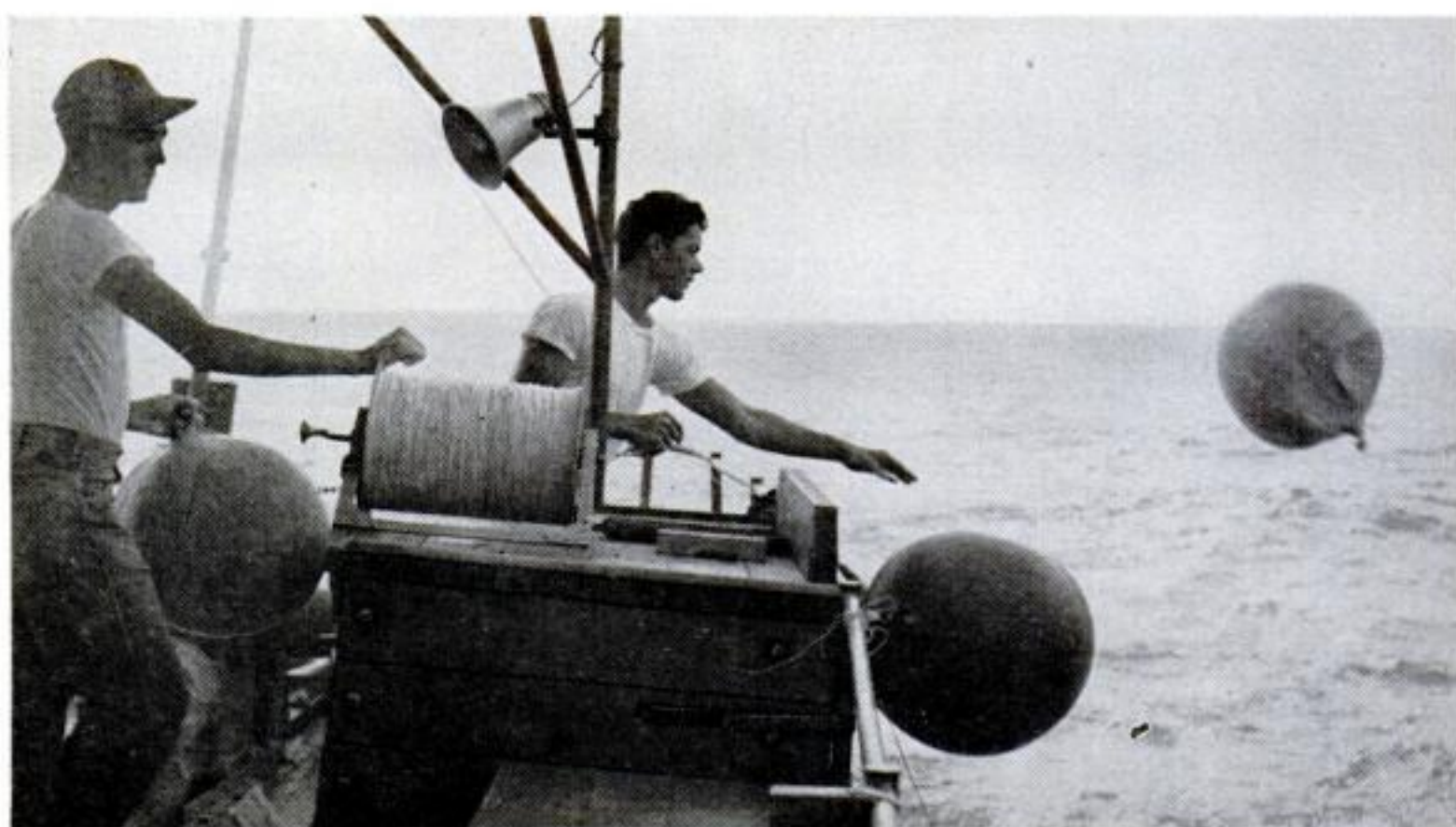
Construct a drilling platform 20 miles at sea, in 65 feet of ocean water. Build it high and strong enough to withstand 28-foot hurricane waves, and winds that can blow more than 150 miles per hour. Set up living quarters for about 40 men. Be ready for sudden evacuation of personnel when storm warnings come. Be willing to invest a million dollars in the platform and its equipment before drilling ever begins.

Even after an oil company has done all this, there is still no assurance that the well will ever produce a drop of oil. Out of 71 rank wildcat wells drilled off Louisiana to date, only 27 turned out to be oil producers. Off Texas, out of 16 wells drilled, the one oil discovery was so small it has since been abandoned.

Why are oilmen willing to buck these odds? Because the only way to realize the hoped-for oil potential under the Gulf is to drill for it. And competition is so keen that if one company passes up a promising area, a rival company will surely risk the odds.

You and the nation will benefit from this competition—for it is one more way America is assured of ample oil supplies in the future.

AMERICAN PETROLEUM INSTITUTE
50 West 50th Street, New York 20, N. Y.



EXPLORATION CREW drops balloon buoys marking location of "geophones." Underwater charges are set off and geophones record sound waves to chart earth formations beneath ocean floor—pinpointing likely drilling sites. Just for the right to search, oil companies have already invested over 100 million dollars in offshore leases. Yet they still face years of work and millions in additional expenditures before they can hope to break even on offshore ventures.



... and here's where my wish came true

Her prince (top), ambling in Piazza San Pietro in Rome, never really has a chance as Maria, U.S. agency secretary, lures him with the girlish subtlety of a Mickey Spillane shamus. Compiling a secret list of all his preferences (including modern art, piccolo playing and *saltina bocca a la romana*), she trots them out as her own as they wander romantically through the Villa d'Este gardens (center) or float on a Venice canal (bottom). Her strategy works and she wins her prince.

CONTINUED ON NEXT PAGE

* **B.V.D.**

BRAND

EXCLUSIVE
nylon'd PROCESS

the **greatest name**
in **underwear**
for men and boys

Every "B.V.D." brief, tee shirt and athletic shirt is completely impregnated with Type 8 Dupont Nylon. "B.V.D." underwear thrives on wear and washing. Labro-Shrunk for permanent fit. All "B.V.D." underwear is unconditionally guaranteed.

MEN'S
ATHLETIC
SHIRTS

65¢

3 for \$1.93

MEN'S
TEE SHIRTS

85¢

3 for \$2.53

SANFORIZED SHORTS

Prices slightly higher in West Coast states.

at your favorite local store, or write for name of nearest dealer to:

THE B.V.D. CO., INC.
265 Madison Avenue
New York 16, N. Y.

REG. U.S. PAT. OFF.
AND FOREIGN COUNTRIES

"next to myself I like 'B.V.D.' best"®

FOR NEATER, CLEANER JOBS

USE THE FINEST BRUSH

FREE BOOK — "How to Do a Good Paint Job"
Send card (and name of your retailer, if you wish) to Baker Brush Co., Inc., 83 Grand St., New York City 13

Brushes by Baker
AMERICA'S FINEST PAINTING TOOLS

Callouses

Pain, Burning, Tenderness

**SUPER-FAST
RELIEF!**

**Puts You Right
Back On Your Feet!**

You'll enjoy *super-fast* relief from your painful callouses, tenderness or burning on the bottom of your feet when you use *Super-Soft* Dr. Scholl's Zino-pads. They're wonderfully soothing, cushioning, protective and remove callouses one of the fastest ways known to medical science. Try them!



Dr. Scholl's Zino-pads

ROTO-ROOTER®
SEWER SERVICE

Saves U.S. Home-Owners Millions

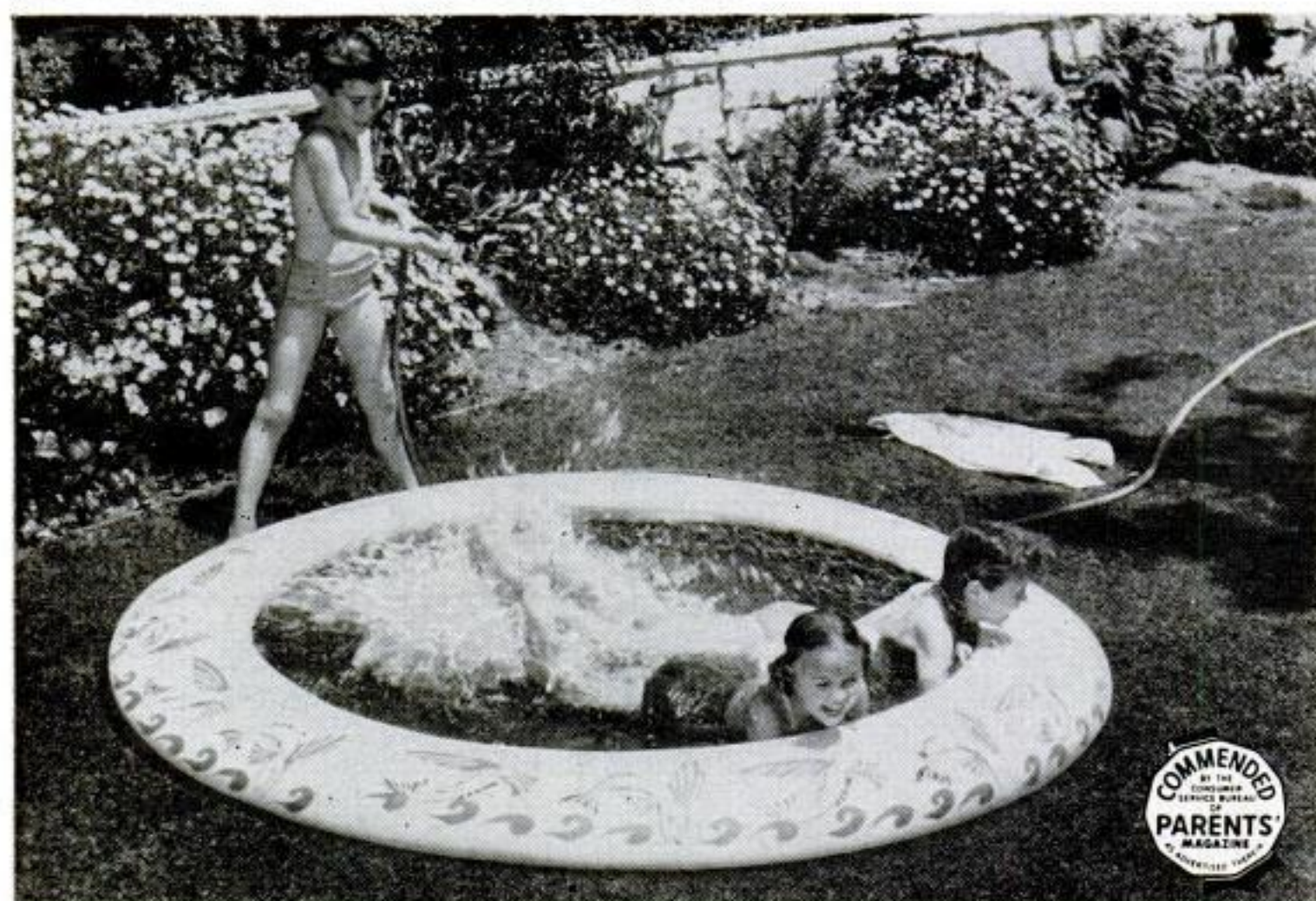
- Restores full flow to clogged sewers and drains in millions of homes all over America
- Eliminates the costly expense of replacing with new lines
- No damage to property and at a reasonable charge
- Look for ROTO-ROOTER, white section, your phone book.

Write for Free cartoon style booklet
Franchises Available In Some Localities
ROTO-ROOTER CORPORATION
Dept. L-5 Des Moines 14, Iowa



A NATIONAL SERVICE AVAILABLE LOCALLY

More summer fun



"Floatwall" play pond doesn't have to be inflated. No need to blow till you "see spots" either. Sides float after a few breaths of air. Pond can be set up ready for water in five minutes. Made of Koroseal flexible material, won't rot or mildew even if stored away wet. Costs: \$3.95 for diaper set to \$19.95 for big 7-foot size.



She has it soft for sunning. Lois Hines, of Pasadena, California, tries out the new Koroseal air mat. Used at beach or in back yard, at picnics or on vacation. Folds into a small package. Double air chamber makes it safe in water. \$7.95.



Man's gift to women: This year a lot of women will get Koroseal garden hose from husbands who want them to do outdoor work and like it. Weighs only half as much as some of the old fashioned kinds of hose. Lasts longer than cheap plastic hose. \$9.80 for 50 feet. Koroseal play ponds, air mats, garden hose are in hardware stores, department, toy, sporting goods and other kinds of stores everywhere. Made by *The B. F. Goodrich Company, Industrial Products Division, Akron, Ohio.*

Koroseal—T. M. Reg. U. S. Pat. Off.

POSTCARD FROM ROME CONTINUED



...and Anita fell for a guy at the office

The guy (Rossano Brazzi), a struggling law student working at the U.S. agency, is barred from romance with Anita (Jean Peters) by a strict agency rule against dates with Italian help—a movie point which will not endear the film to foreign audiences. But they meet (*top*) in a back street, he takes her to family fiesta in hills (*center*) and is fired for it. Unable to finish school and support Anita, who has quit job to go to him, he is finally reunited happily with her at fountain in the end.

CONTINUED ON PAGE 158



Often a bridesmaid . . .
Never a bride

Most of the girls of her set were married . . . but not Eleanor. It was beginning to look, too, as if she never would be. True, men were attracted to her, but their interest quickly turned to indifference. Poor girl! She hadn't the remotest idea why they dropped her so quickly . . . and even her best friend wouldn't tell her.

Why risk the stigma of halitosis (bad breath) when Listerine Antiseptic stops it so easily . . . so quickly.

No Tooth Paste Kills Odor Germs Like This . . . Instantly

Listerine does what no tooth paste does—instantly kills bacteria, by millions—stops bad breath instantly, and usually for hours on end. Bacterial fermentation of proteins which are always present in the mouth is by far the most common cause of bad breath. *Research shows that breath stays sweeter longer depending on the degree to which you reduce germs in the mouth.*

No tooth paste, of course, is antiseptic. Chlorophyll does not kill germs—but Listerine kills bacteria by millions, gives you lasting antiseptic protection against bad breath.

**Listerine Clinically Proved
Four Times Better Than Tooth Paste**

Is it any wonder Listerine Antiseptic in recent clinical tests averaged at least four times more effective in stopping bad breath odors than the chlorophyll products or tooth pastes it was tested against? With proof like this, it's easy to see why Listerine "belongs" in your home. Gargle Listerine Antiseptic every morning . . . every night . . . before every date.



A PRODUCT OF THE LAMBERT COMPANY

**LISTERINE ANTISEPTIC
STOPS BAD BREATH**
4 times better than any tooth paste

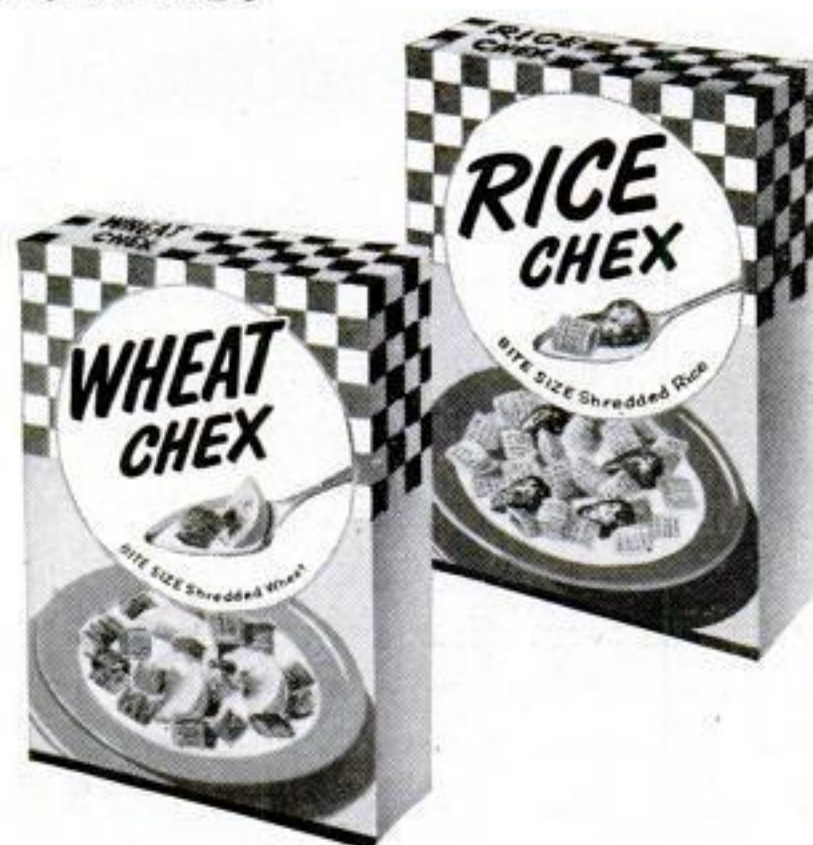


They had their BITE SIZE CHEX today!

(How about you?)

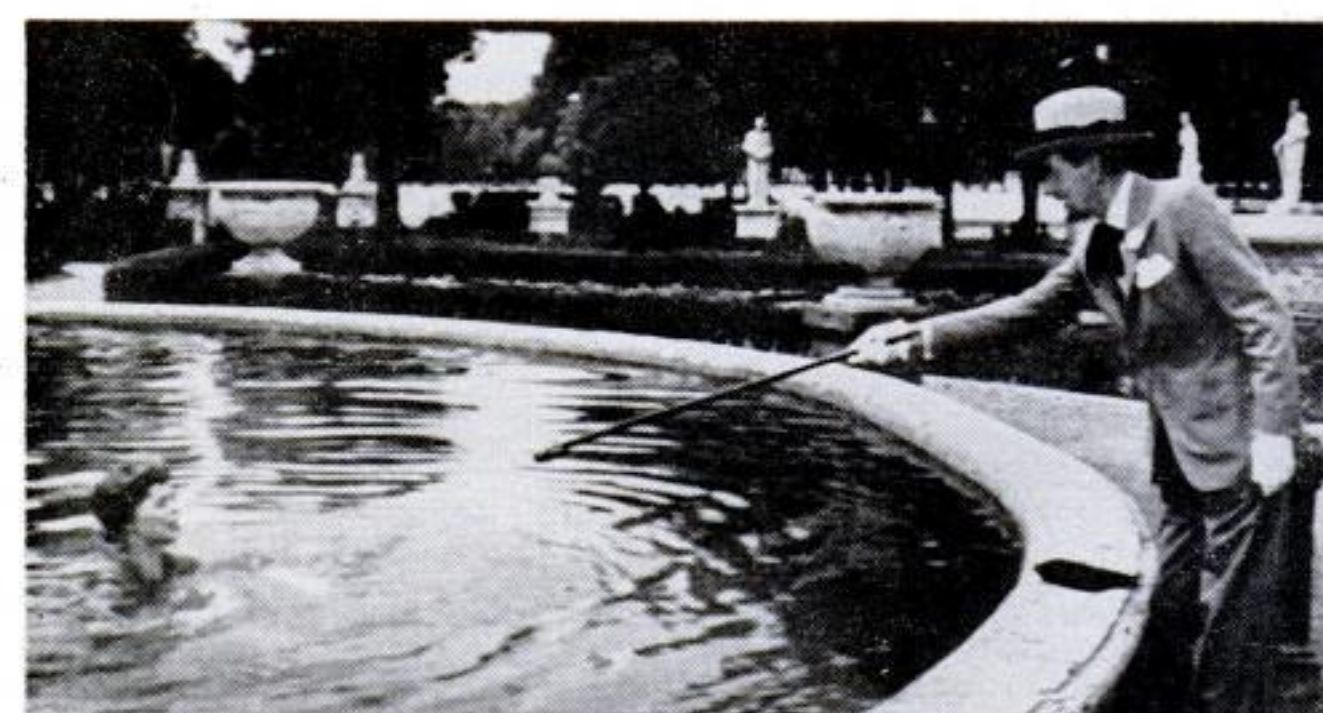
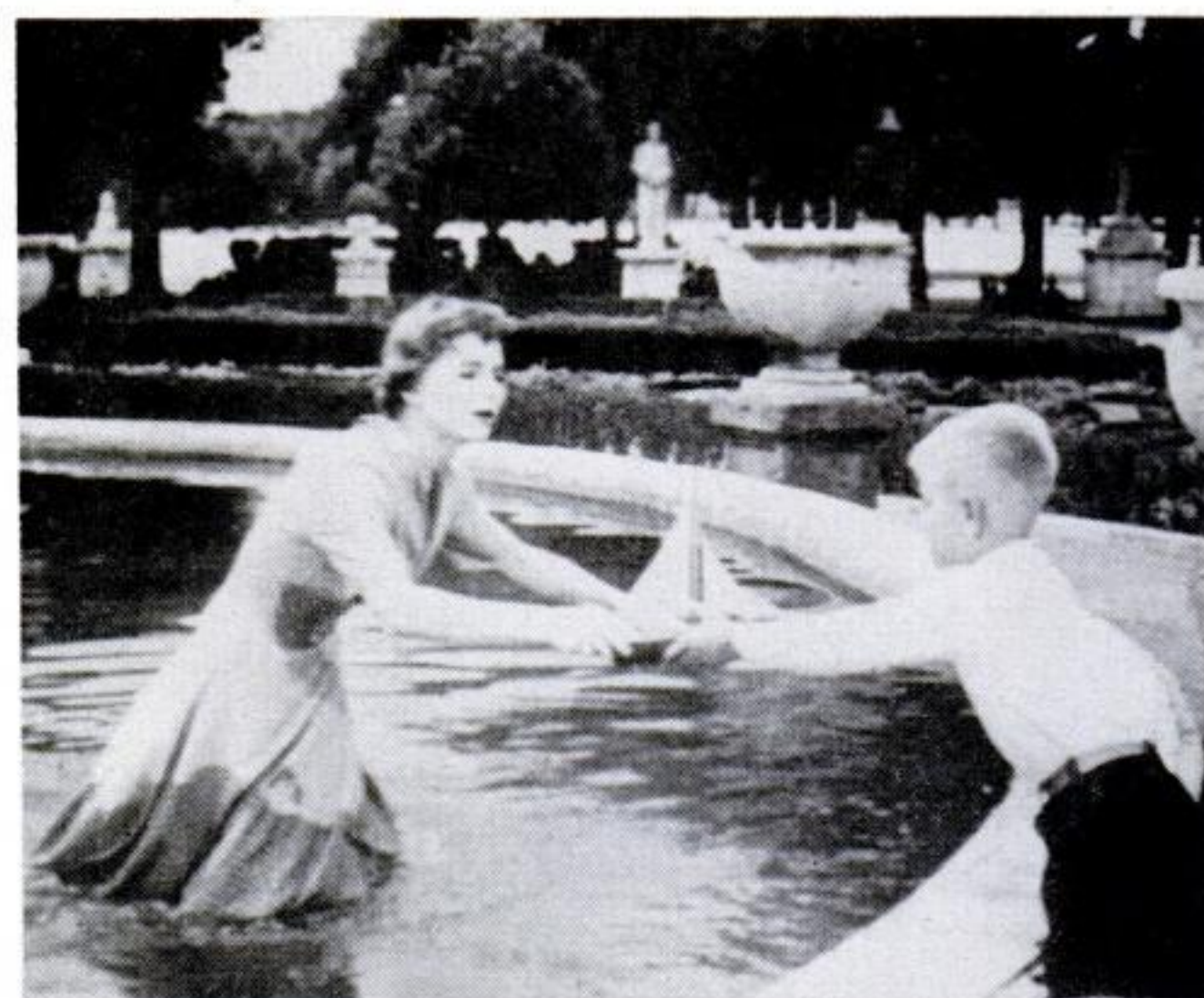
THERE IS A DIFFERENCE IN CEREALS

No other cereal, flaked or puffed, gives you so much honest-to-goodness nourishment in such concentrated Bite Size form. Delicious? Yes. Crisp? Down to the last bite. But best of all is the wonderful ready-for-anything feeling you have after a Bite Size Chex breakfast. Don't miss it. Start tomorrow.



RALSTON PURINA COMPANY, St. Louis, Mo.

POSTCARD FROM ROME CONTINUED



...and Frances loves her nice old boss

The boss, a crotchety expatriate writer (Clifton Webb), has for 15 years ignored the fact that his secretary, Miss Frances (Dorothy McGuire), is hopelessly in love with him. Only an inconvenient threat to leave him without help prompts his proposal, but he jilts her when he finds he is dying. Miss Frances chases him drunkenly through the picturesque Borghese gardens, jumps in a fountain after a boy's sailboat but is ultimately rescued and married by her repentant employer.



If you like beer you'll *love* Schlitz

If you drink beer merely to quench your thirst, any beer will do. But for the utmost in enjoyment and satisfaction that a beer can give, there's just no substitute for Schlitz.

Dry and mellow with no harsh bitterness. It's brewed with just the *kiss* of the hops.

Always ask for Schlitz.

The Beer that Made Milwaukee Famous

© 1954—Jos. Schlitz Brewing Co., Milwaukee, Wis. Breweries at Milwaukee, Wis., and Brooklyn, N. Y.

Buy the Family Size



...and SAVE!

JUST LOOK AT THESE SAVINGS ON "FAMILY" SIZES! OUNCE FOR OUNCE THEY COST FAR LESS THAN THE SMALL SIZES!



Buy the Economy Size
for 63¢
SAVE 14¢



Buy the Large Size
for \$1.00
SAVE 30¢



Buy the Economy Size
for 63¢
SAVE 14¢



Buy the Giant Size
for 79¢
OVER 70 SHAVES



Buy the Giant Size
for 83¢*
SAVE 64¢



Buy the Giant Size
for \$1.00
SAVE 41¢



Buy the Giant Size
for 89¢
SAVE 36¢



Buy the Giant Size
for 53¢
SAVE 17¢



Buy the Giant Size
for 53¢
SAVE 17¢



Buy the Giant Size
for 59¢*
SAVE 8¢



Buy the Giant Size
for 47¢
SAVE 14¢



Buy the Giant Size
for 47¢
SAVE 14¢

VETO CREAM DEODORANT, Economy Size, 59¢,* SAVE 13¢ ★ VETO SPRAY DEODORANT, Deluxe Size, \$1.00,* SAVE 25¢
PALMOLIVE AFTER-SHAVE LOTION, Giant Size, 59¢,* SAVE 14¢ ★ CASHMERE BOUQUET TALCUM POWDER, Giant Size, 43¢,* SAVE 5¢

*Plus tax.

BILLY GRAHAM'S BIGGEST BRITISH CONQUEST



ANSWERING BILLY'S CALL, 2,000 CONVERTS STREAM FROM CROWD OF 120,000 AT WEMBLEY. EARLIER IN THE DAY 67,000 HEARD HIM AT ANOTHER STADIUM

Evangelist wins archbishop's blessing in grand finale of his London crusade

Even for Billy Graham, used to drawing tumultuous crowds, the throng that jammed into London's Wembley Stadium (above) was impressive. But even more impressive was the presence of one person: the Archbishop of Canterbury, Britain's leading churchman. Three months ago when the revivalist landed in London he was hailed sarcastically as a "Hollywood John the Baptist." The archbishop adopted an attitude of wait and see, though he politely invited Billy to tea. The evangelist proved an astounding success, reviving religious interest in England by delivering his fiery exhortation to "make the decision for Christ" to two million people. When he set his farewell rally for May 22, the archbishop put off his own spring vacation to come to Wembley Stadium. There Billy's call to make the decision brought fervent converts surging forward. Then, rising, the archbishop took Billy's still warm microphone and bestowed his blessing on them all.

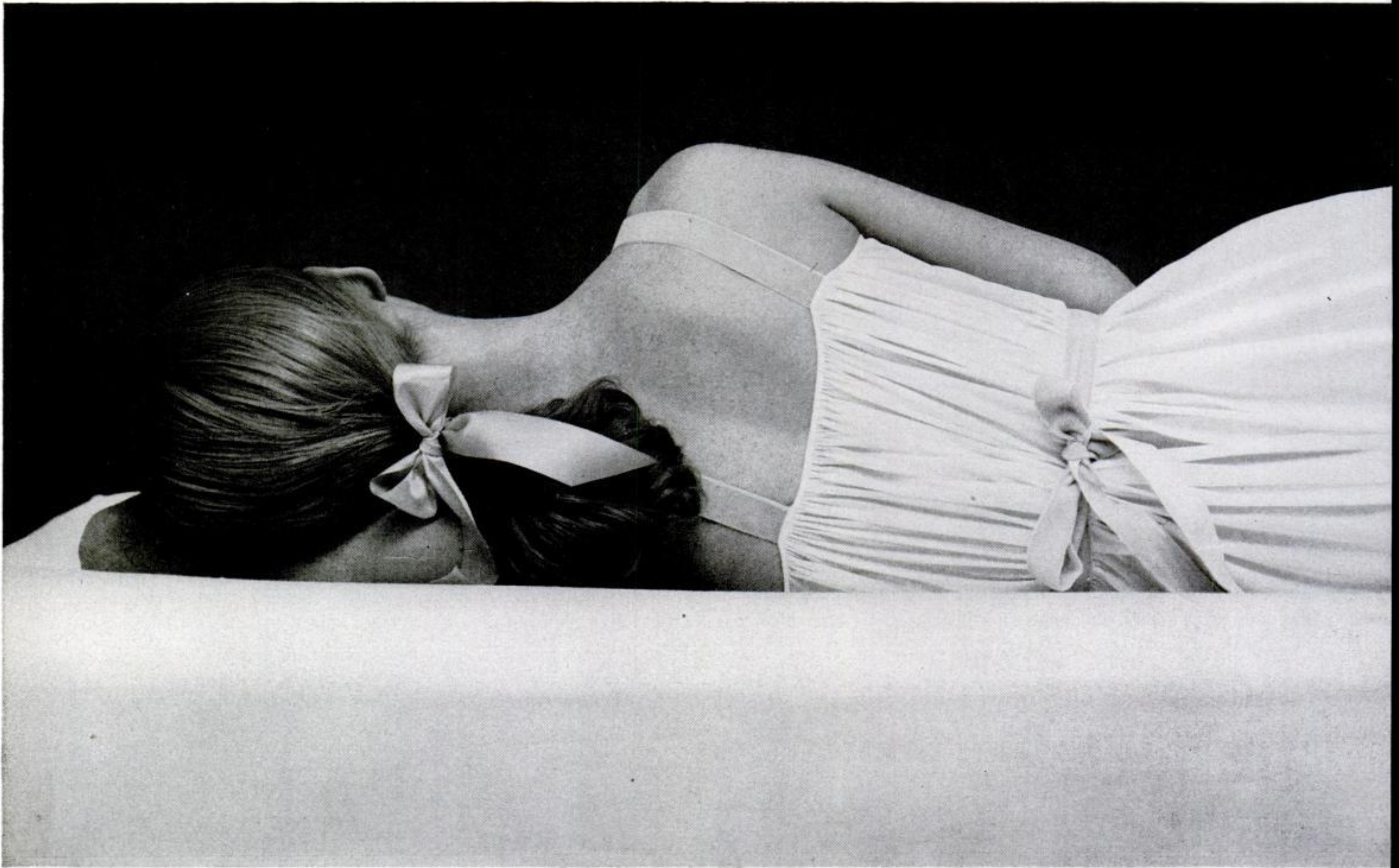


BILLY AND THE ARCHBISHOP chat during interlude as 4,000-man choir sings hymn, *Guide Me Oh Thou Great Jehovah*.

HOLDING GRAHAM SONGBOOK, ARCHBISHOP (RIGHT) LISTENS →



Why settle for half when Beautyrest



837 inside reasons why you'll get

A mattress is a difficult thing to shop for.

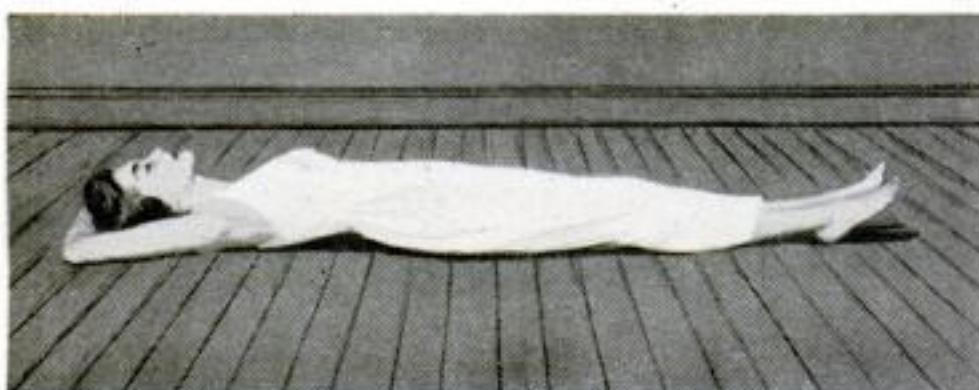
On one hand, you don't want a mattress that sags. On the other hand, you don't want a mattress that's too firm.

The trick is to get the right firmness *plus* the right comfort. *Both* yours on Beautyrest* thanks to 837 INDEPENDENT SPRINGS. These springs are not tied together, as in most mattresses.

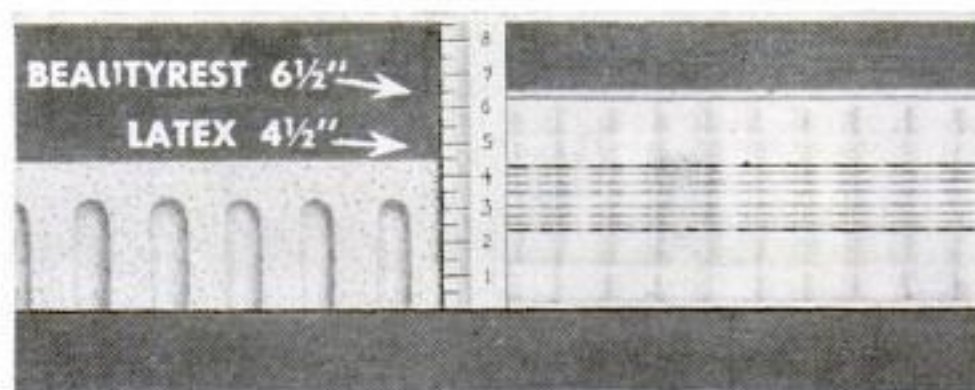
In Beautyrest, each spring stands on its own. So, *each part of your body gets its own support according to its own weight* . . . firm enough for a heavy-weight wrestler, yet gentle enough for a baby!

This gives not just firmness, but comfortable firmness. Not just sleep, but restful sleep. And it's the rest you get that counts.

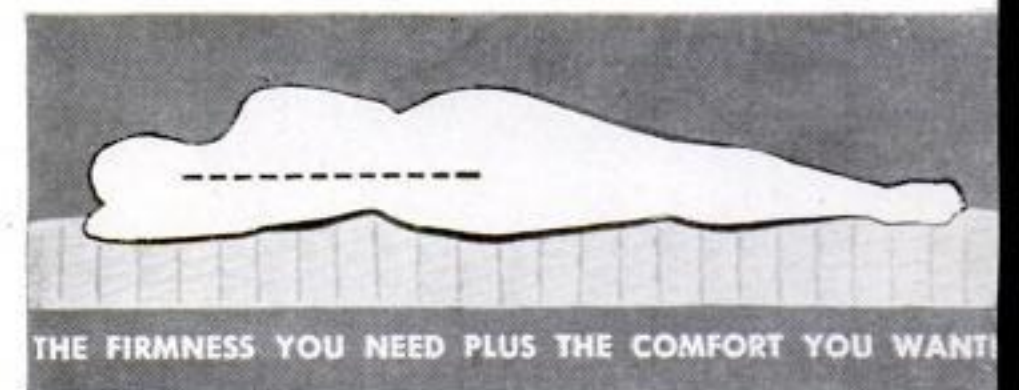
Read facts below from Simmons, world's leading authority on rest.



A mattress can be too firm. Lie on the floor and see. There's a hollow under the small of your back. This shows that rigidity alone is not right for rest.



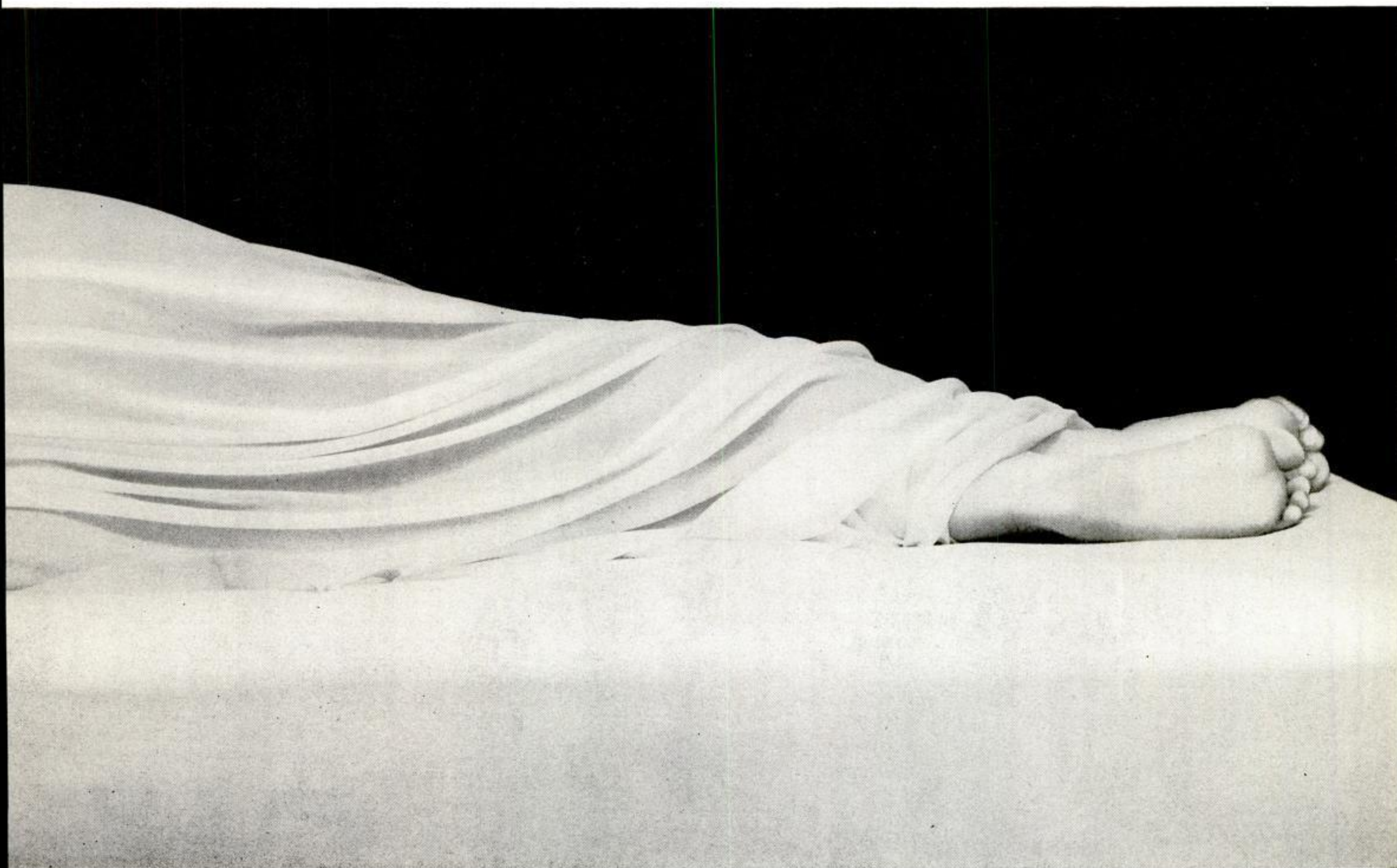
A mattress can be too thin. X-ray of you on thin rubber mattress would show much of your weight is supported by the *box spring*. Is a rubber mattress thick enough?



Exclusive Beautyrest independent spring action gives right support, in the right places, *all over*. Straight spine support with firmness, thickness and comfort.

More than 10 million people are getting

gives you firmness *PLUS* comfort!



healthier rest with BEAUTYREST!

BEAUTYREST MATTRESS



Beautyrest is different where the difference counts—*inside* the mattress.

You can see in Beautyrest how the hand can press down on one spring at a time.

That's because each of the 837 springs is *independent*. (Not tied together, as in hard mattresses.)

So, each different part of your body gets comfortably firm support *according to its own weight*. Especially your back. Beautyrest springs are *free* to push back in the small of your back. The most support where you need it most!

No axe to grind

It so happens that Simmons makes all kinds of mattresses. Rubber...horsehair...ordinary innerspring...

extra-hard type. And Beautyrest. We have no axe to grind. We honestly believe that the best for your comfort, your health and your pocketbook is Beautyrest.

Costs less in long run

Beautyrest usually lasts far longer than the conservative 10-year guarantee. The guarantee *alone* brings the price of \$69.50 down to less than 2¢ a night.

Remember, Beautyrest is still giving healthful rest to many people after 15 and 20 years of use!

Many people write letters like this one from Mrs. Robert Mize of Santa Ana, Calif. "I've had my Beautyrest for 24 years, and I'm convinced that the health of my family, and their good dispositions, too, can be traced primarily to your wonderful product."

Why settle for half when Beautyrest gives firmness *plus* comfort! Why not start getting more healthful rest—Beautyrest, tonight?

Only Beautyrest gives you a choice:

1. Standard model \$69.50.
2. Extra-Firm model \$69.50. No extra cost. Costs *less* than some high-priced mattresses that are not as good.
3. New Dual-Comfort model \$79.50. One half standard, the other half extra-firm. *Two kinds of firmness on one mattress!*
4. King-size model 80" long, \$79.50.

**Only SIMMONS makes the
Beautyrest Mattress**

healthier rest on Beautyrest tonight!

*Trade-mark Reg. U. S. Patent Office, Copr. 1954 by Simmons Co., Mdse. Mart., Chicago, Ill.

Father's Day is on the way... his lightweight white shirts are here !



HERE'S a cool gift idea that will get a warm greeting from Dad . . . Arrow Lightweight Shirts in a wide variety of fabrics. These open-weave wonders let every refreshing breeze in, let body heat out.

And they're just as handsome as they are comfortable. You'll find just the collar style Dad likes, tailored in the typical Arrow tradition. They all carry the "Sanforized" label. Here are five lightweights you might consider. Your Arrow dealer can show you more.

For Father's Day, no doubt about it, this is the gift that wins in a breeze! And while you're picking out his shirt, why not add a couple of these smart, acetate print Arrow Ties, \$1.50.

ARROW LIGHTWEIGHT SHIRTS

by Cluett, Peabody & Co., Inc.

Remember Father's Day — June 20.

BELMONT—nonwilt collar, regular-length points; button cuffs, \$3.95.



ARDSLEY—nonwilt collar, medium points; button cuffs, \$3.95.



SUSSEX—soft, widespread collar with stays; button cuffs, \$3.95.



KENT—nonwilt collar, short spread points; button cuffs, \$3.95.



SUSSEX-B.D.—soft, spread collar with points buttoned down; button cuffs, \$3.95.



AN HOUR BEFORE SHOWTIME BUTTONS, IN HIS FAMOUS BELLBOY HAT, REACTS TO SUGGESTION BY WRITER DANNY SIMON (LEFT) FOR NEXT WEEK'S SHOW

TOO MUCH FOR ONE MAN

Red Buttons is beset by the tribulations of his trade as he attempts to salvage an ailing TV show

"I'm a little guy myself," Comedian Red Buttons has often observed, "and that's what I play—a little guy with his troubles." Last week Buttons' troubles were big. After months of disagreement his current sponsor decided not to renew his show (9:30, Mon., CBS-TV) for the next season.

Buttons was caught in a dilemma that besets every TV comedian who has to come up week after week with new gags. Buttons, who had been a success, had not been getting as many laughs this season. Nobody knew exactly why, but everybody and their uncles had theories. Buttons' sponsor thought the best way to restore the waning laughs was to switch from a vaudeville type of show, which consisted of unrelated skits, to a "situation" show with a story that rolls on and on like *I Love Lucy*.

Red, with his early background as a burlesque clown, did not feel at

home in situation comedy ("It's like a strait jacket"). He wanted to go on developing and expanding his popular roster of buffoon characters—Keeglefarven, the knuckleheaded German; Rocky, the punchdrunk fighter; Buttons, the beaming bellboy. But in March he gave in and tried a situation comedy. For three disastrous weeks writers were hired, fired, rehired while Buttons tried to do everything in sight. Finally he went back to his original show. Then Buttons first heard that his sponsor might not renew his contract.

During these anxious times Wayne Miller took these pictures showing the misery that goes into being funny and the careworn weeks that go into creating carefree minutes. Buttons' TV future is undecided. But his fans are many and CBS has estimated his worth at \$2 million annually.

My Constipation
worries are
over!



Milk of Magnesia
provides better relief—
more complete relief

than single-purpose laxatives which have no effect on the acid indigestion that usually accompanies constipation. For Milk of Magnesia relieves both conditions. Two to four tablespoons taken at bedtime work *leisurely*—without embarrassing urgency. So, when morning comes, you start the day feeling wonderful. Get Phillips' Milk of Magnesia—the best laxative money can buy.



Liquid or Tablets

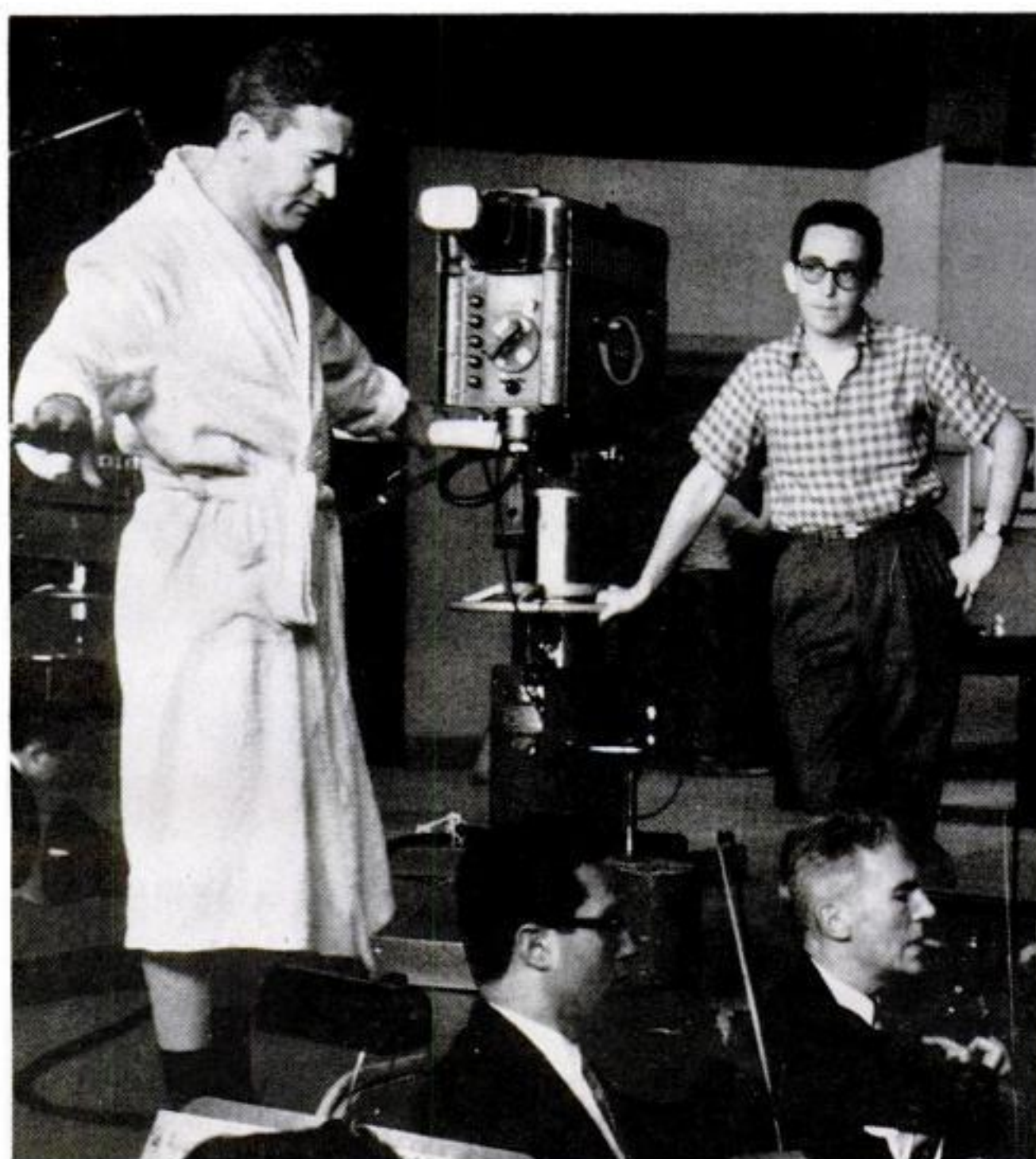
The convenient
4-ounce size... **28¢**
The economical
12-ounce size... **55¢**
The money-saving
26-ounce size... **85¢**
Also available in tablet form
30 tablets... **28¢**

Red Buttons CONTINUED



RED TRIES TO SAVE THE BELLBOY

At one of the daily sessions with his quartet of writers, who thrash out the next week's show, Red pleads (top), "Just give me a half hour of the bellboy." Bottom: having lost argument for bellboy role, Red agrees to do hick character, Razzberry Buttons. Writers want Razzberry at a baseball game, Red wants him at a fishpond. After clutching his head in exasperation, Red wins.



HE REHEARSES THE MUSICIANS

Feeling he should take responsibility for everything, Red directs the orchestra just before show, watched by show's Producer-Director Don Appell. Concerning Red's propensities, a CBS executive said, "Buttons is a great comic, and he'd have a great show if he'd stick to being just that. But he wants to be head writer, producer, director, music director, choreographer and everything else."

CONTINUED ON PAGE 166



FASTER, EASIER WAY to trim
Hedges, Shrubs, Ornamental Trees
... Cut Weeds, Grasses, etc.

Saves time, gives professional results without arm-aching drudgery. Simple to operate. Well-balanced for one-hand operation. Perfect for side trimming and shaping. Exclusive slip clutch assembly prevents damage to blades or gears when cutter strikes wire or woven fence. Powerful, cool-running motor inside the easy-grip handle. A precision instrument in every detail. Another labor saver by the makers of Sunbeam electric appliances and Sunbeam Rain King sprinklers. \$48.75 (Colorado and West \$48.95).

Dept. 53
5600 W.
Roosevelt Rd.
Chicago 50, Ill.

Sunbeam
CORPORATION

Canada Factory:
321 Weston Rd.
Toronto 9



NATIONAL INSTITUTE OF RUG CLEANING, INC.



"3-IN-ONE" OIL

SAY *Aladdin*®

WHEN YOU BUY VACUUM BOTTLES and get these **3** REVOLUTIONARY IMPROVEMENTS

STOPS THIS!



STOPS THIS!



STOPS THIS!



1

NEW! NON-DRIP POURING LIP

Cuts off the flow of liquids sharply. It eliminates dripping, spilling and waste. Prevents staining clothes and table cloths. Non-drip pouring lip is built as an integral part of the bottle; it protects the filler and reduces breakage.

2

NEW! IMPROVED "SWEET SEAL"® STOPPER

Made of a new synthetic. A new finger grip makes it easier to insert and remove—provides a positive seal. This improved Sweet Seal stopper is easier to keep sweet and clean. It won't absorb odors like ordinary corks. Economical too, because it outlasts cork many times.

3

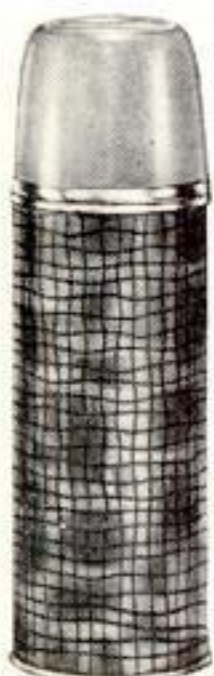
NEW! QUIK-LOK* CUP AND COLLAR

Cup locks on, yet releases with a simple twist of the wrist—won't stick or cross thread. Made from high impact STYRENE...unbreakable in normal use. Elimination of dirt-catching threads makes it more sanitary. Wider base prevents tipping.

*T.M.

There's an *Aladdin*® vacuum bottle for every use...every budget

KEEPS LIQUIDS HOT OR COLD FOR HOURS



Aladdin HY-LO
Pints, Quarts, Work-
man's Lunch Kits.



Aladdin ANGLER
Pints, Quarts, Work-
man's Lunch Kits.



Aladdin ECONOMY
½ Pints, Pints,
Quarts, School and
Workman's Lunch
Kits.



HOPALONG CASSIDY
School Lunch Kit
With matching ½
Pint Bottle.



SPACE CADET
School Lunch Kit
With matching ½
Pint Bottle.



PLAID Lunch Kit
With matching ½
Pint Bottle.



Aladdin®
BEST-BUY

WIDE MOUTH VACUUM BOTTLE

For hot soups, stews,
beans, spaghetti—cold
salads, desserts, puddings.

INSIST ON
Aladdin®
**THE NEW
STANDARD
IN VACUUM
WARE**

Aladdin Vacuum Bottles and Lunch Kits are sold at leading drug, hardware, variety, grocery and department stores everywhere. Insist on this brand—there's no substitute for Aladdin.

Aladdin Industries, Incorporated

NASHVILLE, TENNESSEE

In Canada: Aladdin Industries, (Canada) Ltd., 1401 The Queensway, Toronto, Ontario

Eliminate 35%* of Your Typing

with this new
COPYING MACHINE



Ends Costly
Outside
Copying,
too!

UL APPROVED
ALL-ELECTRIC

APÉCO Auto-Stat
SYSTEMATIC

Photocopies Anything Instantly —Right in Your Own Office

Save hours of typing time daily... eliminates all copying errors. Now just flip a switch — and in seconds make an exact copy of any letter, form, contract, invoice, catalog sheet or report. This revolutionary dry photocopy machine copies any original up to 11" wide, any length — written, printed, typed or drawn on one or two sides. Used and approved by thousands of leading companies — yet priced within the budget of even the smallest firms.

LIFETIME SERVICE GUARANTEE

*According to a dependable independent survey 35% of all typing is copy typing.

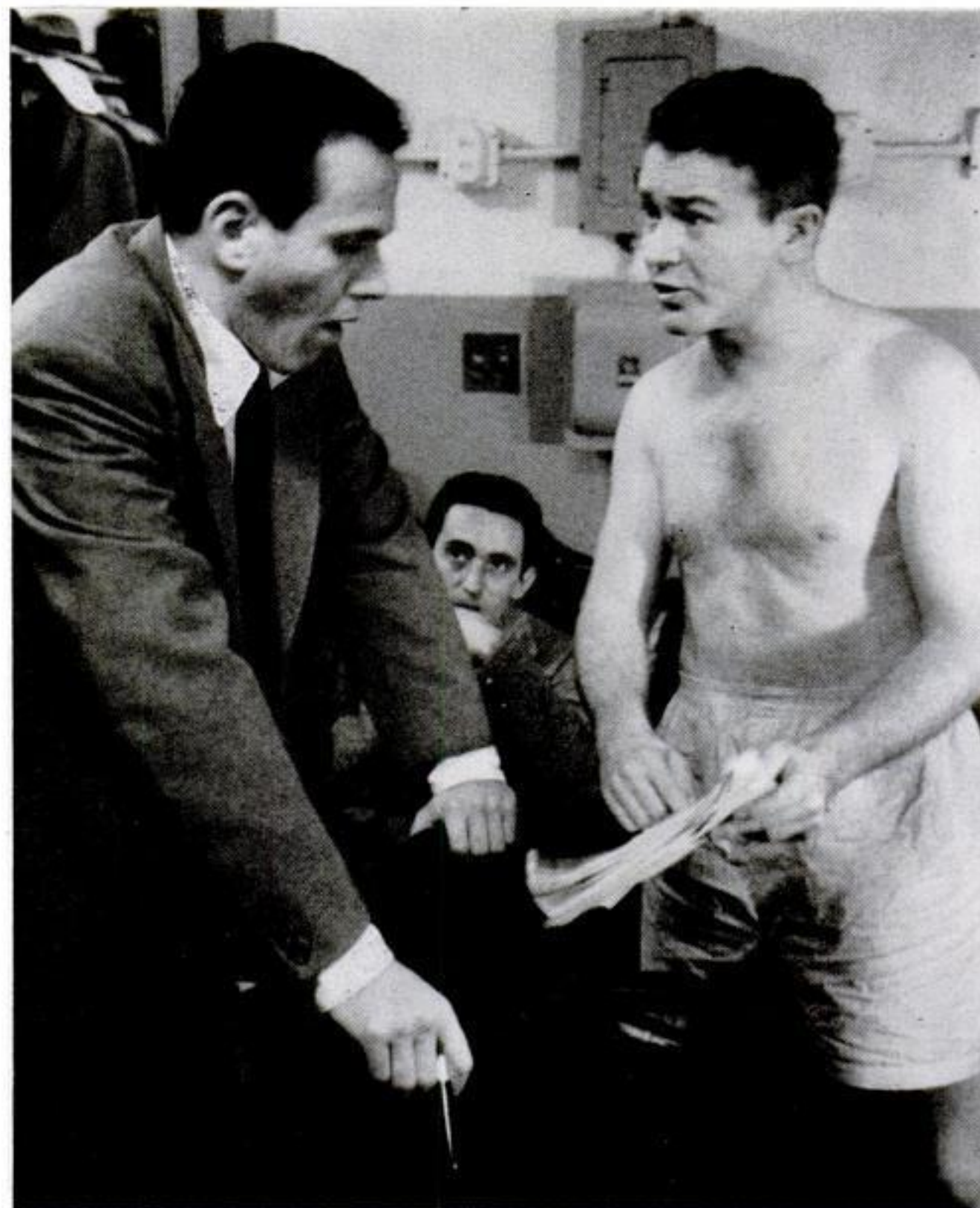
Send for this
Free Complete
PHOTOCOPY
Information Kit



American Photocopy Equipment Co.
1922 W. Peterson, Chicago 26, Illinois
Rush me a new free Photocopy Information Kit containing booklet on the Apeco Auto-Stat, plus separate folders on copying tax returns, color copying and copying on pre-printed forms.

Name _____
Firm _____
Address _____
City _____ State _____
In Canada: Apeco of Canada, Ltd., 134 Park Lawn Road, Toronto, Ont.

Red Buttons CONTINUED



HE FUSSES OVER A SONG

Just before getting into his costume, Red gives Music Director Elliott Lawrence (left) a last-minute revision in a parody song, *Oh, My Mother-in-law*. Red answers criticism that he puts his finger in too many pies by saying, "I have a good staff, but a good comic never lived who wasn't boss of his own operation. I've made plenty of mistakes, but you only learn by makin' 'em."



AFTER SHOW HE FEELS BETTER

Grinning with relief at show's end, Red exchanges a wisecrack with CBS Executive Producer Marlo Lewis, who discovered Red two years ago in night-clubs and brought him into TV. When Red learned a few days after the show that sponsor was dropping him, he said, "It's like the end of a love affair. When it first busts up you scream around, and then one day you've forgotten it."



brings
GOOD FLAVOR
out into
the open!



LEA & PERRINS
THE ORIGINAL
WORCESTERSHIRE
SAUCE

FREE! Recipe Book, "Dishes Men Like." Write Lea & Perrins, Inc., 241 West Street, New York 13, N. Y. Dept. L-6.

"MAN! HERE'S REAL COMFORT!"

says

CESAR ROMERO

co-starring in

"**VERA CRUZ**"

Color by Technicolor
Released thru
United Artists



King Bee
BY HONEYBUGS

washable
terrycloth slippers
for men

\$3.99 at
fine stores
everywhere

BILTRITE
NUR-O-CEL
Whisper-Light SOLES

Luxurious comfort for leisure hours at home — or the shore, machine-washable terry cloth slippers! Here's another of the many trend-setting King Bee casual fashions!

For name of nearest store, write:
KINGS FOOTWEAR COMPANY
47 West 34th Street, New York City

There must be some mistake...



*if your swimsuit
isn't honored with that
action-proof marvel,
the Talon zipper!*

The Talon zipper is the standard of quality by which all other zippers are measured. When people speak up about the zipper they like, 9 out of 10 want the Talon zipper, because it's been proved in use in billions of garments!



TALON, INC., MEADVILLE, PA. • IN MEXICO, CIERRE RELAMPAGO • IN CANADA, LIGHTNING FASTENER CO., LTD.



For Fun in the Sun

New! Cara Nome

Suntan Cream Lotion

\$1.25



Screens much of the "burn" and lets the "tan" come through... gives that golden, gleaming, healthy-looking hue. Keeps your skin soft and smooth; prevents it from drying, cracking or peeling. Rubs in quickly; leaves no sticky, greasy feeling.

E-Z-I DeLuxe Sunglasses



\$2.98 Value NOW \$1.88

Men's and Ladies' styles with handsome, laminated and polished sheet stock frames in assorted colors. Complete with Vinyl case.

Save up to 1/3 on Deodorants!

Dainty Deodorant CREAM

Reg. 49¢ Now **33¢**

Checks underarm perspiration; lasts for hours. Will not stain your finest clothing. 1 1/8-ounce jar.



Dainty Deodorant LIQUID MIST

Reg. 75¢ Now **49¢**

Clean, quick, modern way to check perspiration. Long lasting; safe for clothing. In plastic squeeze-bottle.

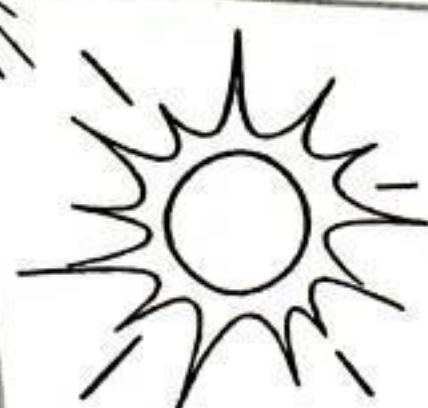
Dainty Deodorant STICK

For day-long daintiness. No waste, no muss! Non-greasy; will not stain clothing. Foil-wrapped stick in protective glass bottle. 2 1/2 oz. Reg. \$1.00 Now **69¢**



Dainty Deodorant Powder, soothes and cools, absorbs perspiration, neutralizes odor; 4 ounces, regularly 69¢... **39¢**

Dainty Deodorant Cologne, refreshes, protects; comes in beautiful plastic spray-bottle; regularly \$1.00, now... **69¢**



Summer Celebration during JUNE!

REXALL



Drug Stores Everywhere



Ann Delafield Reducing Plan

FOR WOMEN

The only complete *reducing and beauty* plan! You learn how to lose pounds and inches where you want to... you share secrets of famous beauties on charm, etiquette and skin care!

YOU GET:

1. Big illustrated Beauty Book
2. 30 days' supply of Appetite Reducing Wafers
3. 30 days' supply of Vitamins

\$6.95

Repeat package \$5.95



Right reserved to limit quantities. Prices subject to Federal Excise Tax where applicable. Items and prices may vary slightly in Canada. Rexall Drug Company, Los Angeles 54, California.

Eat Steak and Cake...

YET LOSE UP TO 5 LBS. A WEEK

Why has Ann Delafield been able to help more people reduce than any other expert in the world? Because she believes you should enjoy life while reducing!

She gives you a choice of hearty meals, and doesn't ask you to count calories! She gives you a between-meal treat and special vitamins to protect your diet!

Delafield Reducing Plan

FOR MEN

You can't keep turning your back on warnings of insurance companies! Learn how to eat wisely, exercise correctly and lose your dangerous excess pounds safely and pleasantly!

A 10-DAY QUICK WAY

1. Book of menus and health tips
2. 10 days' supply of Appetite Reducing Wafers
3. 10 days' supply of Vitamins

\$3.50

Repeat package \$2.50



Compare!

So few cents a day...

for the only complete 3-way Reducing Plans for men and women

Rexall Drug Products are Guaranteed



ELKAYS Moth Proofer

Kills both moths and eggs in clothing, carpets, closets, drawers, upholstery. Easy: 1 spraying lasts a year. *Won't stain!*

12 Oz. \$1.95



CARA NOME Hand & Body Foam

Fragrant foam lotion protects skin from wind and weather; leaves hands, face, body soft and smooth. Non-greasy.

5 Oz. \$1.25



AEROSOL FUNGI-REX

Spray-on relief for Athlete's Foot discomfort. Quick, clean, greaseless.

4 Oz. \$1.59



ELKAYS NON-DDT Insecticide

Safe. Effective — contains DuPont's Methoxychlor. Kills moths, mosquitoes, wasps, flies, ants, roaches, fleas, silverfish, bedbugs.

12 Oz. \$1.89



ELKAYS Rose & Plant SPRAY

Kills aphids, thrips, spider mites, white fly — on roses, dahlias, African violets, ivy, indoor and outdoor plants.

12 Oz. \$1.69



REXALL Insect Repellent

Keeps away mosquitoes, gnats, flies, chiggers, fleas. Safe to spray right on skin. Spray on screens to keep bugs out!

5 Oz. \$1.59



AEROSOL REX-SALVINE

Gentle spray quickly soothes minor burns, scalds, sunburn. Antiseptic: inhibits germ growth.

5 Oz. \$1.39



REXALL SUNBURN CREAM

Soothing, film-forming foam that stays on longer, with less rub-off. Gives almost instant relief, more uniform coverage.

5 Oz. \$1.49



CARA NOME NATURAL CURL Brand Spray Hair Net

Lanolin-enriched; leaves hair lustrous. Helps keep hair-do "picture-perfect," even on damp, windy days.

5 Oz. \$1.50



ELKAYS Ant & Roach KILLER

Guaranteed to kill ants, roaches, silverfish, spiders! Contains Chlordane.

10 Oz. \$1.49



ELKAYS Air Refresher

Swiftly dispels bathroom, kitchen, household odors.

5 Oz. 98¢



REXALL Poison Ivy LOTION

Quickly relieves itching; helps prevent spreading of ivy, oak, sumac irritation.

5 Oz. \$1.69



"It's so easy for you to look your loveliest"

says **Ann Delafield**

"Do you still believe beauty care demands lavish time and money? Then you need to try the beauty aids I've designed especially for today's busy, budget-wise woman."



Ann Delafield's All-Purpose DEEP CREAM

2.35 oz. 4.7 oz.
jar jar
\$1.50 \$2.75

is all complexion creams in one. It deep-cleans, deep-lubricates and softens your skin, leaves it baby-fresh.

Face Powder, 5 flattering shades, regular or compressed, built-in foundation.....\$1.50
Skin Freshener, scientific pore cleanser and stimulant; for quick make-up renewal..\$1.50
Lipsticks, 5 glamorous hues.....\$1.25

For Men Only...



SAVE \$1.52

KLENZO Lather Brush

Luxurious, genuine Badger bristles set in rubber. Ivory plastic handle. Will last for years. *A real bargain!*

\$3.50 Value \$1.98 Only



stag BRUSHLESS SHAVE CREAM

No fuss, no rub-in. Stays moist longer. Just smooth it on for quicker, closer, no-scrape shaving.

Jumbo Tube 50¢
Stag Lather Shave Cream. Cooled or Bay Rum, 3 1/4-oz. tube.....50¢
Stag Hair Oil, scented, non-sticky..40¢

stag Deodorant Stick

Pocket-size, propel-repel stick in plastic case. Ideal for travel kit, office drawer, gym locker.

75¢



stag Spray Deodorant

Checks perspiration and under-arm odor for hours. Comes in handy, plastic squeeze-bottle. Refreshing, "he-man" fragrance.

3 Oz. 98¢



stag AFTER-SHAVE LOTION

The ideal skin freshener. You'll like the zippy, bracing way it tones your face.

3 Oz. 60¢



Stag Talc, neutral shade, 9 oz. ...\$1.00
Stag Cream Hair Dressing, 4 oz., 60¢

Turn
the
page
for
more

Rexall
Celebration
Bargains



to Give You Satisfaction or Your Money Back



Summer Celebration

during **JUNE!**

REXALL

Drug Stores Everywhere



Time to Check

REXALL Rubbing Alcohol Compound

Invigorating body rub soothes sore, stiff muscles. *Cooling:* rapid evaporation lowers body temperature in fever. Reg. 69¢ full pint, now only..... **49¢**



REXALL Glycerin Suppositories

Safe, convenient for relieving simple constipation promptly. Contain pure glycerin. Firm, yet pliable. Adult or infant, 12's, reg. 43¢, **33¢**



REXALL KLENZO ANTISEPTIC

Ruby-red antiseptic mouthwash and gargle. Pleasant cinnamon flavor. Refreshing astringent action. Full pint, only..... **79¢**



REXALL Mi-31 Antiseptic

The multi-purpose antiseptic, mouthwash and gargle that actually kills contacted germs when used full strength. Economical! Full pint, only **79¢**



REXALL Gypsy Cream

Relieves sunburn, poison ivy, hives, heat rash, insect bites. Contains zinc oxide to soothe smarting, camphor to cool, glycerin to soften skin. 4 ounces..... **69¢**



REXALL EYELO

This cooling, cleansing eye lotion soothes irritations caused by dust, wind, smog, strong sunlight. Comes with handy eye-cup. Half pint, only..... **69¢**



REXALL Insect Repellent

Keeps away mosquitoes, gnats, fleas, ants, chiggers, black flies. Effective 6 to 10 hours on skin; 7 to 10 days on clothing! Pleasant odor. 2 oz.. **59¢**



REXALL Celurex Laxative

The safe, modern therapy for constipation: provides natural lubricating bulk. Encourages normal bowel habits, 65's... **89¢**
Economy bottle of 130, \$1.69



Stationery Specials

WONDER PACK



39¢ Values

29¢

White Vellum: 40 snow-white sheets, 30 envelopes.
Bordered Letters: smart, modern. 30 sheets, 20 envelopes.
Decorated Letters, floral designs. 30 sheets, 20 envelopes.

Stag Stationery for Men

Rich White Vellum; 60 large, flat sheets, 48 envelopes, smartly boxed. A true value, only..... **98¢**
Cellophaned Envelopes with 5-day return address space. White. Small, 10¢; large, 15¢



DRESSING TABLE BARGAINS

Adrienne Primpuffs: 48 powder-cosmetic puffs in cello-pack. Reg. 50¢, **39¢**
Helen Cornell Bobby Pins. Black or bronze. Card of 72 rubber-tipped or 90 plain-tipped, reg. 25¢, now **18¢**, 2 for **35¢**
Helen Cornell Hair Bandeau hides pinned-up hair. Soft, elasticized knit mesh in flattering colors. 24" long. Reg. 39¢... **29¢**
Maximum Nylon Combs — almost impossible to break! Your choice of 5 styles: 7" barber comb... rattail... 7" all-purpose comb... 5" pocket comb... and bobby comb with medium teeth. Each a 25¢ value, now only..... **17¢**

SAVE \$1.51



Adrienne Hair Brush

\$2.50 Value

NOW **99¢**

Professional type. Long nylon bristles; beautiful pearlescent back of rose, blue or white.



SPECIAL!



KLENZO NYLON TOOTH BRUSHES

Regularly 39¢ each — you save 48¢ by buying 3 now! Choose from 4 styles: tufted, convex, oval and fine texture.

3 for 69¢

Outdoor-Living Bargain



BEL-AIR Brazier Barbecue

Heavy spun steel, rust-treated, black lacquered. 18" diameter, 21" high. Portable: reassembles easily. It's a beauty! only..... **\$379**

Aluminum Tumblers



Large 12 oz. size in 4 lustrous colors that won't chip or fade. Anodized, alcohol-proof, stain-resistant. Red, blue, green or gold. Each a 39¢ value, 4 for... **99¢**

FLEXIBLE Garden Sprinkler



Twin-tube, 25-ft. hose of green vinyl plastic. Sprinkles, soaks. Guaranteed! Can't tip over, roll or twist. Won't rot or mildew. Brass couplings. Metal hang-up rack. \$3.45 value, Only... **\$249**

YOU CAN DEPEND ON ANY

your Medicine Chest...

REXALL Saccharin Tablets

1/4 Grain, 1000's **79¢**
Reg. \$1.08, now
1/2 Grain, 1000's.
Regularly \$1.26, now **89¢**



REXALL SUNBURN CREAM

Forms an overall film (less rubbing off, better adherence). Quickly soothes pain, relieves itching. Contains cooling camphor and zinc oxide. 3 oz. **69¢**



REXALL ASPIRIN

No faster-acting aspirin made! Each tablet contains 5 full grains of pure aspirin. You pay barely more than 1/2¢ a tablet at this low price: 100's **54¢**



REXALL Mineralized B-COMPLEX

This potent diet supplement gives you 8 B-vitamins plus 11 mineral trace elements, plus Vitamin B12, Liver, Iron and Vitamin C. 100 tablets, only. **\$5.95**



REXALL Calamine Lotion

Effective relief for heat rash. Forms a soothing and protective layer that won't rub off when dry. Lotion stays in suspension, is easy to apply, comes off easily with water. 4 ounces. **35¢**



THERMODEX SALT & DEXTROSE TABLETS

Important: help prevent heat cramps from loss of salt through perspiration during hot weather with these salt and dextrose tablets. Bottle of 100, only. **35¢**



FUNGI-REX POWDER

Relieves, helps prevent Athlete's Foot discomfort, foot perspiration, odors. 4-oz. shaker. **59¢**
Fungi-Rex Greaseless salve for Athlete's Foot, 1 1/2 oz. **75¢**



REXALL PLENAMINS give you more than minimum daily requirement of all vitamins with known minimums, plus B12, Liver and Iron. 72's... **\$2.59**
144's, \$4.79; 288's..... **\$7.95**

REXALL CHLOROPHYLL MOUTHWASH. Mint-flavored breath-sweetener and gargle. Pint. **79¢**

EUDICAINE OINTMENT. Non-toxic, antiseptic salve for relief of minor skin irritations. 1 oz. **59¢**



First Aid Specials

REXALL Reel-Roll Cotton



Eliminates waste! Handy dispenser rolls out the exact amount you need, while rest stays neat and clean.

1 1/2 oz. **Now only 37¢**
Reg. 43¢

REXALL Plastic Quik-Snips



Box of 36 **39¢**
Only

New, handy-size adhesive bandages for small cuts. Elastic, waterproof, flesh color. Each is sterile-sealed.

REXALL Plastic Quik-Bands

Adhesive bandages that stretch and cling; adhere even in water. Flesh color. Plain or Mercurochrome, 33's.



39¢

Rexall Quik-Swabs, 100 cotton-tipped applicators for nursery and household use. Only. **29¢**
Rexall Cotton Squares. Convenient, ready to use, 40. **23¢**

Rexall First Aid Kits, complete with basic aids and First Aid Manual. Large, compact metal kit, 11 items, \$2.50; Small, 7 items, **\$1.35**
Buy 1 for the home, 1 for the car.

RUBBER GOODS VALUES

Rexall Snugfold Folding Syringe in carrying case. 2 qt. Reg. \$2.89, now **\$2.59**

Roxbury Bath & Shampoo Spray, **69¢**

Symbol Latex Gloves, non-slip. **79¢**

Rexall Stork Nurser. 8-oz. bottle with rubber cap to keep nipple sanitary. The complete feeding unit, 35¢ each, or 3 for **\$1.00**

KLENZO Facial Tissues



300 sheets to the box. White or assorted colors.

3 boxes, only **63¢**

SAVE \$1.26

Rex-Ray Fan



Quiet-running 8" stationary fan; breeze-whipping 4-blade propeller; heavy plated wire guard; U.L. approved. 6' cord. A buy! **\$4.69**

\$5.95 Value — ONLY

4-WAY RELIEF FOR ACID-INDIGESTION

BISMA-REX POWDER



Neutralizes excess stomach acid in less than one minute! Eases gastric distress and heartburn due to food fermentation. Leaves a soothing, protective coating on irritated stomach membranes. 4 3/4-oz. bottle. **89¢**

BISMA-REX MATES



Same action in easy-to-take, pleasant-tasting tablet form. Bottle of 75. **89¢**

Men's Leather Palm Work Gloves



Full size, leather palm with full protection for index finger; sturdy, yellow-striped canvas back; knit wrist. Soft flannel lining. **69¢**
89¢ value, now only

Leather Billfolds



SAVE \$1.52 on famous York genuine leather billfolds. Men's and Ladies' models in assorted styles, colors and combinations **\$1.98**
of features. \$3.50 Value..

Cape Cod Picnic Jug



SAVE \$1.00 on this handsome, lightweight 1-gallon jug with handy shoulder spout. Keeps foods or liquids icy cold or piping hot. Reg. \$3.98. **\$2.98**

Bisma-Rex Gel. Same action in liquid form, with Aluminum Hydroxide for plus advantages of adsorbing excess acid and leaving super-protective coating on irritated membranes. 8 oz. **\$1.19**
Bisma-Rex Mint-Flavored Tablets, roll of 12, **10¢**
Bisma-Rex Mint-Flavored Tablets with Chlorophyll. Help relieve unpleasant breath so often associated with acid-upset stomach. 12-tablet roll, convenient to carry in pocket or purse. **25¢**

DRUG PRODUCT THAT BEARS THE NAME **REXALL**

even dull or dry hair takes on liveliness and lustre

...instantly!



WOMEN SAY THIS NEW HAIR DRESSING IS ALMOST A MIRACLE!

Helene Curtis lanolin discovery*

up to 10 times more effective for your hair and scalp!



large size
\$1.25
plus tax

It's called "LANOLIN DISCOVERY."

But it's more than just a name.

For what it means is that Helene Curtis has discovered a way to bring you up to 10 times as much lanolin as you've ever before found in a lanolin hair product.

Think of it, up to 10 times more absorbable lanolin. (In some cases even more!)

And it's so easy to use. Just press a button—and out comes a shimmering mist to bring your hair the full benefits of 100% absorbable lanolin.

You don't have to wait weeks... or days... or even hours to see results. It happens in a dazzling moment before your very eyes.

For as you brush LANOLIN DISCOVERY through your hair, it's like touching it with a magic wand...

Even the dullest, driest hair takes on a "little girl" glow...

And normal hair takes on new color brightness, sparkles like sunshine.

So, if split ends have you at the end of your rope... if your scalp is dry and flaky... if dull, dry hair makes you feel drab in the perkier hat... then it's certainly time you discovered LANOLIN DISCOVERY! This thrilling new hair conditioner is so effective you'll say it works miracles for your hair!

SPRAY IT...

BRUSH IT...

THAT'S ALL!



Helene Curtis
lanolin discovery

*TRADEMARK



IN LONDON sleeveless, full-skirted Horrockses cotton, in a tiny leaf print (\$14), is shown in front of Big Ben clock tower on Westminster Bridge.

IN MALAYA the Duchess of Kent, here reviewing the Royal West Kents of which she is colonel-in-chief, wears striped Horrockses with low pleats.

Jawbreaking English Name Comes to U.S.

HORROCKSES SENDS FINE INEXPENSIVE COTTONS

Latest name in international fashions has a jaw-breaking, dowdy sound: Horrockses. An English cotton manufacturer, famous for household linens since 1791, Horrockses entered the fashion field with low-priced cotton dresses a few years ago. Using simple lines and "the best possible cloth," the dresses were immediately popular in England. They gained wider fame when the Duchess of Kent chose several for her 1952 tour in

Malaya, and this year they were given a royal boost when Queen Elizabeth took 10 on her world tour. Now they are being imported by the U.S. in bulk for the first time. Mass-produced in England, where from the summer collection 10,000 dresses were sold the first day, the clothes are inexpensive in the U.S. even after import duty. U.S. women will be pleased to find that they can buy a fine British cotton for as little as \$20 (p. 177).

CONTINUED ON NEXT PAGE



WISP STICK makes hair behave



at a stroke!

IT'S NEW! For hair repair...anywhere
...you'll carry a WISP-Stick*

Watch WISP-Stick fix those flyaway wisps or "stick out" ends! Just stroke it on, then comb hair. What a difference! Hair stays put, gleams with smoothness. No greasy, "plastered down" look with this amazing new hair cosmetic.

As handy as your lipstick in a smart little portable case. It's smooth going for the girl who carries a WISP-Stick!

- keeps stray wisps in place
- controls short ends
- tames wiry permanents
- keeps hair-do neat, manageable



Fits bag or make-up kit

\$1 plus tax

at cosmetic counters
Slightly higher in Canada



*pat. applied for
Good Grooming Products, Detroit, Mich.

"It may be mink
in the Winter-but it's
DESERT TAN
in the Summer!"

Jane Russell
starring in

R. K. O. Radio's "THE BIG RAINBOW" Color by Technicolor



Capture a tan...instead of a sunburn... with the protection of fragrant, rich-in-lanolin DESERT TAN. Smooths on easily, absorbs completely. Perfect for all out-door living. Choose your DESERT TAN as you like it... cream, liquid or new aerosol spray!

DESERT TAN
"Nothing better under the sun"

© 1954, D. T., Inc., Hempstead, N. Y.

USE...
HOLLYWOOD
sani-
white

for the whitest shoes
you've ever worn!

At Leading Chain and Independent Stores
Hollywood Shoe Polish, Inc.
Richmond Hill 19, N. Y.

OVERSMOKING...

**GIVE YOU HEARTBURN,
ACID INDIGESTION?**
GET FAST RELIEF WITH

TUMS



GUARANTEED TO
CONTAIN NO SODA

ENGLISH COTTONS CONTINUED



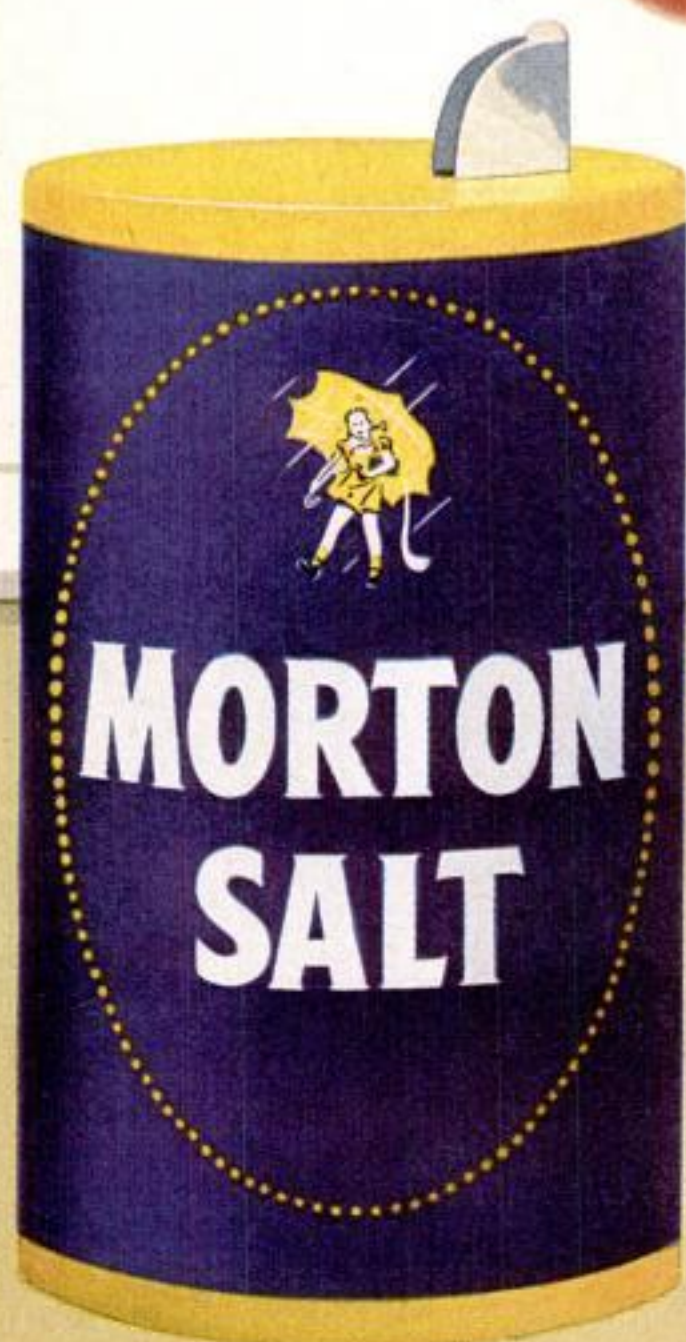
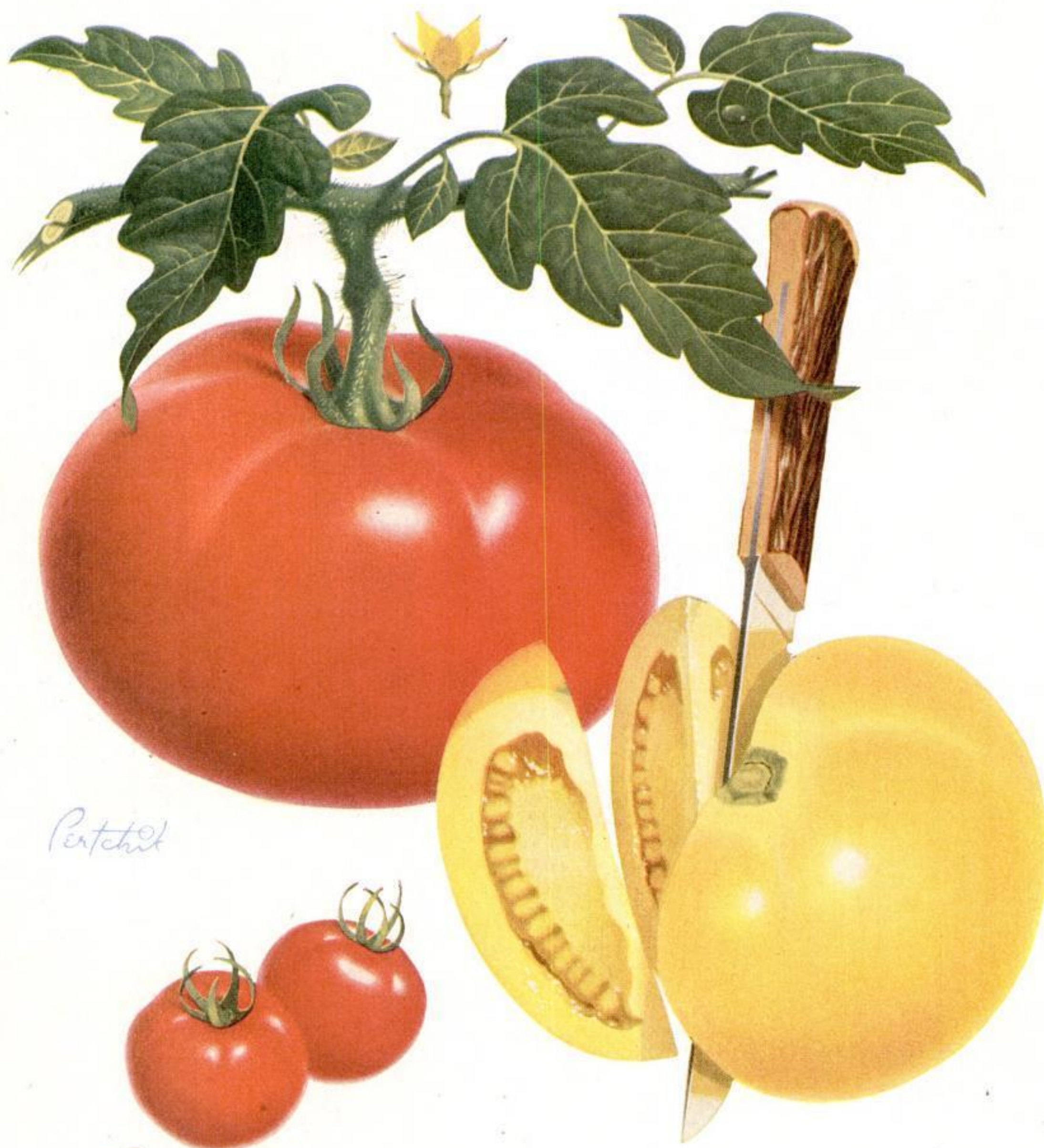
IN A NEW YORK GARDEN a Horrockses wearer carries low-neck jacket that goes with striped sun dress (\$30). Large white tote bag is by MM (\$17).



ON AN EAST SIDE STREET bold tiger print dinner dress is worn with wrap-around jacket (\$50). B. Altman in New York has big Horrockses line.

CONTINUED ON PAGE 177

ANY ❄️ TOMATO WORTH ITS ❄️ SALT IS WORTH. ❄️



Plain
or
Iodized

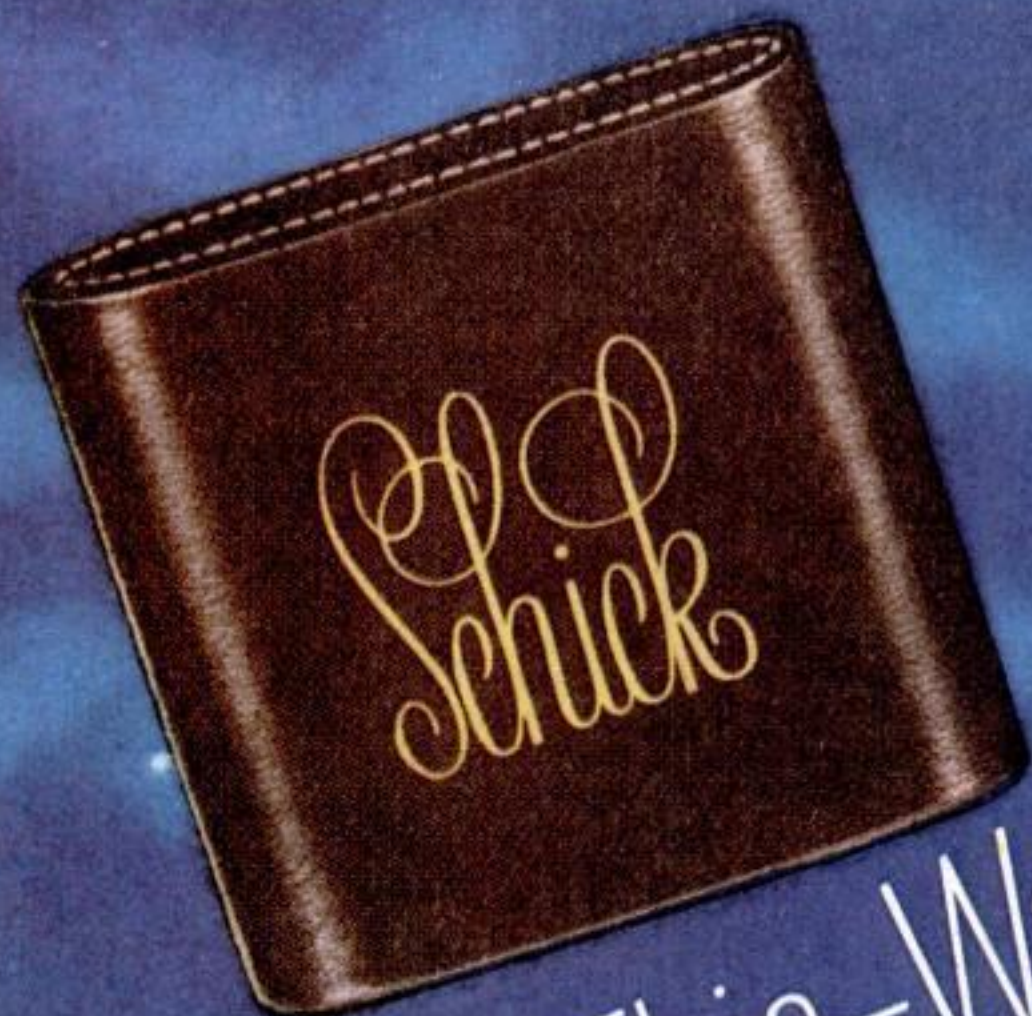


When it rains it pours



FOR YOU, FROM MORTON! Brighten your home with beautiful 8¾ x 10 in. Deeptone Color Prints of various fruits and vegetables by Pertchik, internationally famous artist. For a set of 4, on special vellum finish paper and without advertising, send only 25¢ in coin, to cover handling costs, to Morton Salt Company, Box 6140, Chicago 77, Illinois.

GIVE DAD OR GRAD



An Out-of-This-World Gift



In new Space-Saver Caddie Case that's ideal for suitcase or bathroom shelf, **\$28.75**

THE **THINNEST**
LIGHTEST

ELECTRIC SHAVER EVER MADE
— DESIGNED TO GIVE HIM

Floating Close Shaves

No Dad or Grad has ever received such a luxurious gift — because, up until now, there never has been an electric shaver like this! The new CUSTOM SCHICK makes close shaving easier than any man dreamed possible!

IT FLOATS
IN HIS
HAND!

The CUSTOM SCHICK hasn't an ounce of useless weight—it's the world's lightest! Not an inch of bulk—it's the world's thinnest! The new real rotary motor packs more power than motors twice its size! It's a palm-size powerhouse!

IT FLOATS
OVER
HIS FACE!

The CUSTOM SCHICK has new Super-Honed Heads — they give him close shaves with but a feather touch! Exclusive, new precision honing makes them super-efficient!

FREE HOME TRIAL

It's a no-risk gift! You ask your dealer for the Free Home Trial. Your man uses the CUSTOM SCHICK at home for 10 days. Then, he must be delighted — or return the shaver to your dealer and get back every cent! Your Dad or Grad *must* love it!

on TV... "The Jackie Gleason Show"

The New **CUSTOM SCHICK**

Custom Companion
to the
Famed Schick '20'



The popular Schick "20."
In Caddie Case, **\$26.50**

BETTER-BUILT FOR CLOSER SHAVES • MORE MEN USE SCHICK ELECTRIC SHAVERS THAN ANY OTHER MAKE



“FRISBY IS MAKING SURE HE DOESN'T RUN OUT OF SOUP FOR LUNCH.”

© '54 CAMPBELL SOUP COMPANY



BOLD-LOOKING COTTON, hand-screened, has pleated skirt, piqué neck inset (\$20). Worn in town at Lever House, it is also suitable for country wear.



RICH-LOOKING COTTON, worn beside Third Avenue newsstand, resembles tie silk. Full-skirted dress (\$40) is here decked out for afternoon party.

Try it for bathing

TODAY'S DU PONT SPONGE

with the lively soaping action

RECOMMENDED BY A BOARD OF WOMEN
Guaranteed by Good Housekeeping
NOT AS ADVERTISED THEREIN

Scrubs grimy knees really clean ... fast!

For the bath or a quick spruce-up! Lively Du Pont Sponge makes stubborn dirt vanish, makes bath time more pleasant.

Yet a Du Pont Sponge is soft, gentle to skin!

Your whole family will like soft, floating Du Pont bath sponges in five attractive colors. Many sizes—prices from 19¢.

Look for the package with the Du Pont oval!

DU PONT
BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

new

Sta-Rite

HAIR STYLING KIT

Let the experts help you with your hair styling. Comes complete with styling charts (60 hair styling illustrations) and over 100 Sta-Rite Cushion-Tip Bob Pins.

39¢

Sta-Rite Ginnie-Lou, Inc., Shelbyville, Ill.

GOLFERS!

Don't forget—Saturday, June 5th is National Golf Day at your home course! Beat Ben Hogan (with your handicap) and win a medal!

20,000 Tiny Mesh Windows

For Dad!

3 Months' Wear or 3 New Pairs

Guaranteed Mendproof Mens Hosiery

Amazing Air-Cooled Socks for foot ease & healthful comfort. Beautiful pastels.

55¢ a pair

AT DEALERS EVERYWHERE

MENDPROOF • 350 Fifth Avenue, New York

Service station proprietor Clark R. Cossé, Jr. of New Orleans, La., says: "You're headed for trouble if your filter's clogged like this. Better put in a new Purolator Refill right away!"



"LOOK, the book that came with your car* says—

Change your Oil Filter every 5000 miles"

***17 of 18 leading car makers recommend oil filter changes at least every 5,000 miles, on the average, depending on car and driving conditions.**

Grit and sludge in the oil stream can ruin your engine—lead to expensive repair bills. A regularly changed Purolator Oil Filter traps these dangerous contaminants *before* they can damage delicate engine parts.

Made by the world's pioneer in automotive filtration, the Purolator Micronic has up to 10 times more

capacity than ordinary filters, stops engine-wrecking abrasives you can't see even through a powerful microscope; does not remove the important oil additives. *More car makers specify Purolator than any other oil filter.*

Danger! If you've driven 5,000 miles since changing your oil filter, you may be headed for trouble. Your filter may be clogged! Right now—ask your friendly service station, garage or car dealer to put in a Purolator Refill Cartridge. Takes only a few minutes. Costs as little as \$1.60.



PurOlator
World's finest **OIL FILTER**

"There's a Purolator engineered for every make of car," says Mr. Cossé, a Vice President of the Service Station Assn. of Louisiana. "We recommend them for all the cars we service."

IT PAYS TO CHECK YOUR OIL FILTER EVERY TIME YOU CHANGE YOUR OIL

"Purolator," "Micronic" Reg. U. S. Pat. Off. Purolator Products, Inc., Rahway, N. J., Toronto, Canada.

VOICE FROM KOREA:

Medical writer recalls the plight of children in a nation which needs aid to rebuild itself

by **DR. HOWARD A. RUSK**

Distinguished Medical Journalist and President, American-Korean Foundation

THE GI was a Midwestern boy from Indiana. His job was driving a headquarters jeep. It was early on a March morning, 1953, and we were riding along the road outside Pusan. The air was frigid, and even in our heavy Army clothes we shivered. He was talking softly, mostly to himself, but I could listen—he wanted me to. He needed to talk, and he needed somebody to listen.

"It wasn't so bad this winter," he said. "Last year I could hardly make myself drive my jeep to town in the morning. It was awful. Twenty, 30, 40 people dead along the roadside, frozen stiff. The kids were the ones that got my goat. I wanted to cry and fight at the same time. This year it wasn't so bad—only three or four a morning, but I feel better now. Mostly I even feel good—I have ever since my outfit adopted an orphanage."

You never leave Korea

THERE is an old saying that once you visit Korea, you can never leave. This is true. Your body can leave but you can't. You keep remembering the things you have seen there. You keep remembering the kids especially. You remember the children's hospitals. There never had been a children's hospital in Korea until the war. This is how the first one, in Pusan, got started.

A number of American troops had adopted orphans in 1951. They were sick, hungry, frightened kids until they were adopted, and then they weren't afraid or hungry anymore. But when the outfits had to move, the emotional impact was even worse.

This was the problem that faced Major Clifford G. McKeon. It was time for him to leave his orphan behind. He found that many of his friends were in the same predicament, so they all got together, chipped in and established an orphanage on a hill in Pusan. Its name: Happy Mountain Orphanage.

But the Happy Mountain Orphanage was not enough. Many of the kids were not just homeless; they were ill. So the GIs established the Children's Charity Hospital. Two young American pediatricians donated medical care after hours and on Sundays. Today it is a model for Korea, even though there are still two children in each bed and hundreds waiting to get in.

If you have visited Korea, you remember many pitiful scenes. You remember the long line at the Maryknoll Clinic—hundreds of sick children in their mothers' arms, waiting their turns. The line starts to form in the evening for the opening next morning at 8 o'clock. Some have to wait a second night because of the crowds. You remember looking on cases of leprosy, skin diseases of every description and malnutrition. You remember the sounds of tubercular coughing. And you remember the looks in the eyes of the children and their mothers—fear overlaid with hope and trust.

You cannot forget the blind boys, carrying their pails and feeling their way along the crowded street, sometimes stopping and spending hours with their noses to a crack in a kitchen door, begging for food. There is no room for them in Korea's two small schools for the blind. The schools must try to meet the needs of the thousands who cannot see now because there was no medicine to treat their disease, and of the hundreds who did not know when they went to play in the fields that the funny-looking pineapple would explode when picked up.

You remember the brass band at the Presbyterian Leprosarium just outside Taegu. You remember there was snow on the ground and more than half the musicians stood barefoot as you went by. These were the untouchables. A little leper boy with his face half

CONTINUED ON NEXT PAGE

THE FACE OF PUSAN is mirrored in the face of this beggar boy, photographed by Werner Bischof. Orphaned by the war, hundreds of youngsters have no home but the streets, no livelihood but begging.

WON'T YOU HELP US OFF OUR KNEES?'



the newest
and most
important
progress
in
self-winding
watches

Mido

with

Powerwind

REG. APP. FOR

Mido proudly introduces Powerwind—the newest and most advanced self-winding mechanism in any watch! Powerwind is remarkable for its smooth, consistent performance. Its fewness of parts provides simplicity of construction, resulting in maximum durability with easier servicing. Never overwound...never underwound, Powerwind winds with the slightest movement of your wrist to build up the reserve energy that keeps your watch running even while you sleep.

EXCLUSIVE WITH MIDO

and **Permadure**

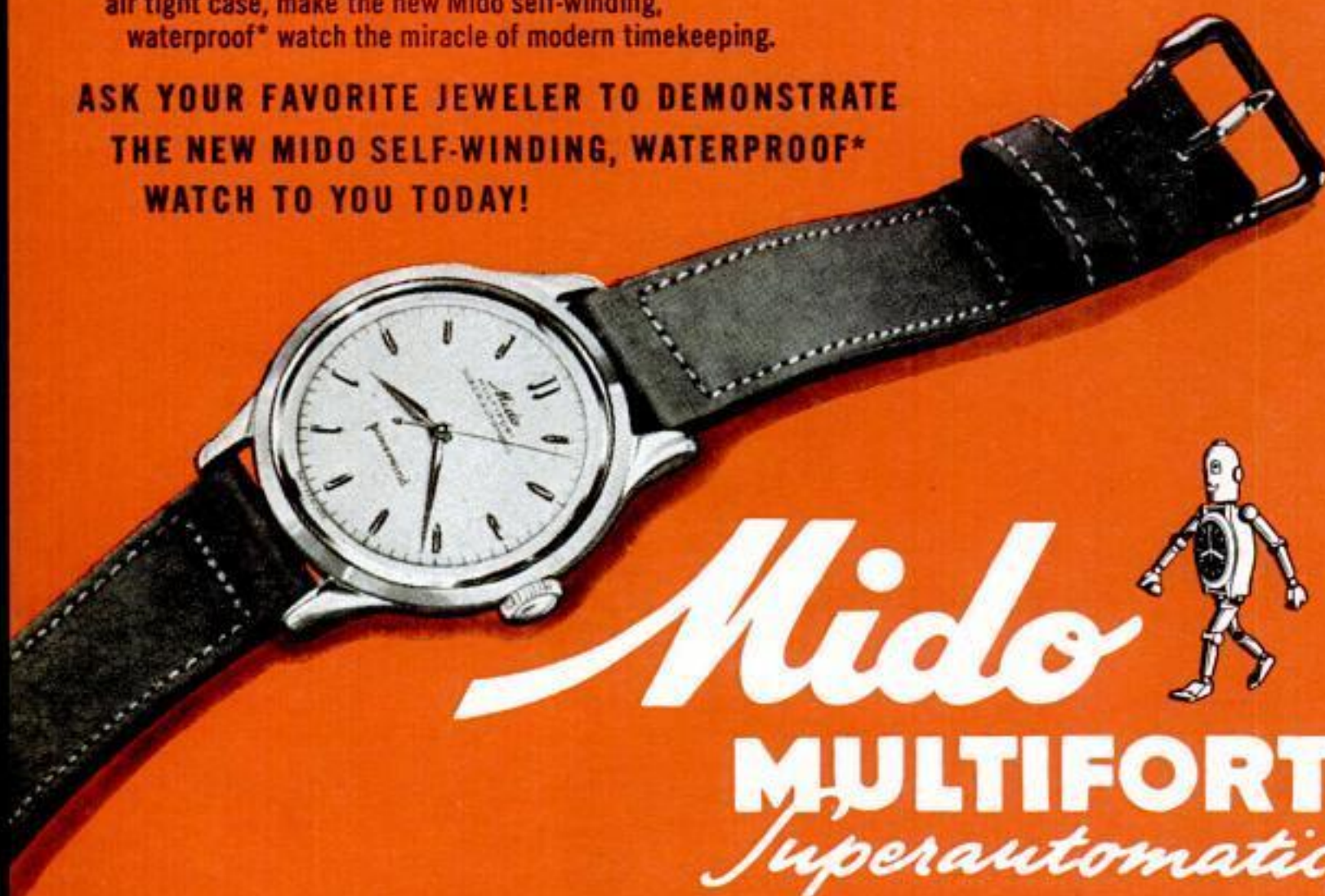
REG. APP. FOR

A new alloy developed into an unbreakable mainspring. Created by Mido—originators of the unbreakable mainspring in 1937—Permadure gives a constant flow of power to the watch...its maximum elasticity, anti-magnetic and non-corrosive properties guarantee continuous and accurate timekeeping under all conditions.

EXCLUSIVE WITH MIDO

These two outstanding features, plus Mido's exclusive air tight case, make the new Mido self-winding, waterproof* watch the miracle of modern timekeeping.

ASK YOUR FAVORITE JEWELER TO DEMONSTRATE
THE NEW MIDO SELF-WINDING, WATERPROOF*
WATCH TO YOU TODAY!



- 1 SELF-WINDING
- 2 WATERPROOF*
- 3 SHOCK-RESISTANT
- 4 ANTI-MAGNETIC
- 5 UNBREAKABLE MAINSPRING



Sold and serviced in 65 countries.

For the complete Mido story write for booklet R674

*Water can't get in after cleaning and repair if serviced by a Mido jeweler using genuine Mido parts.

Mido Watch Company of America, Inc., 665 Fifth Avenue, New York 22; 410 St. Peter Street, Montreal, Canada; Factory in Bienne, Switzerland



LYING IN A DUGOUT in Pusan, Bung Jay Il shivers from the damp and the pains in his head, stomach and legs. Scared out of Seoul by the shelling, he

VOICE FROM KOREA CONTINUED

gone held the music for those who played on the battered old brass trumpets and trombones, and as you drew near, you recognized the hymn, *What a Friend We Have in Jesus*. You remember the eyes of those in your party. They were tough people, long hardened to misery because they had to be: generals, admirals, statesmen. The tears ran down their cheeks. They did not bother to brush them away. But the kids did not cry, for we were Americans and Americans to them meant hope for the future.

Then you remember that in the hospitals and on the streets,



LEARNING TO BEG, 7-year-old Chung Son He, wandering streets of Pusan aimlessly and alone, studies shoeshine boys (left), overhears a leprous



umped a train for Pusan. There he did odd jobs for GIs until he became sick. Moved to hospital, he was found to be suffering from malnutrition.

the refugee camps and in the orphanages, you never heard a child whine—not even the lost ones, even though being lost is often worse than being sick.

You remember the sergeant in Seoul with his new adopted daughter. The 10-year-old girl's name was Choi. She and her mother walked from Seoul to Pusan with the refugees. That is like walking from New York to Boston in the winter, except that for Choi and her mother there were no places on the way where they could stop and sleep or get warm and eat. In Pusan there was no refuge, so they walked back to Seoul. Then the mother died. Choi had saved almost enough money for the burial, but

CONTINUED ON NEXT PAGE

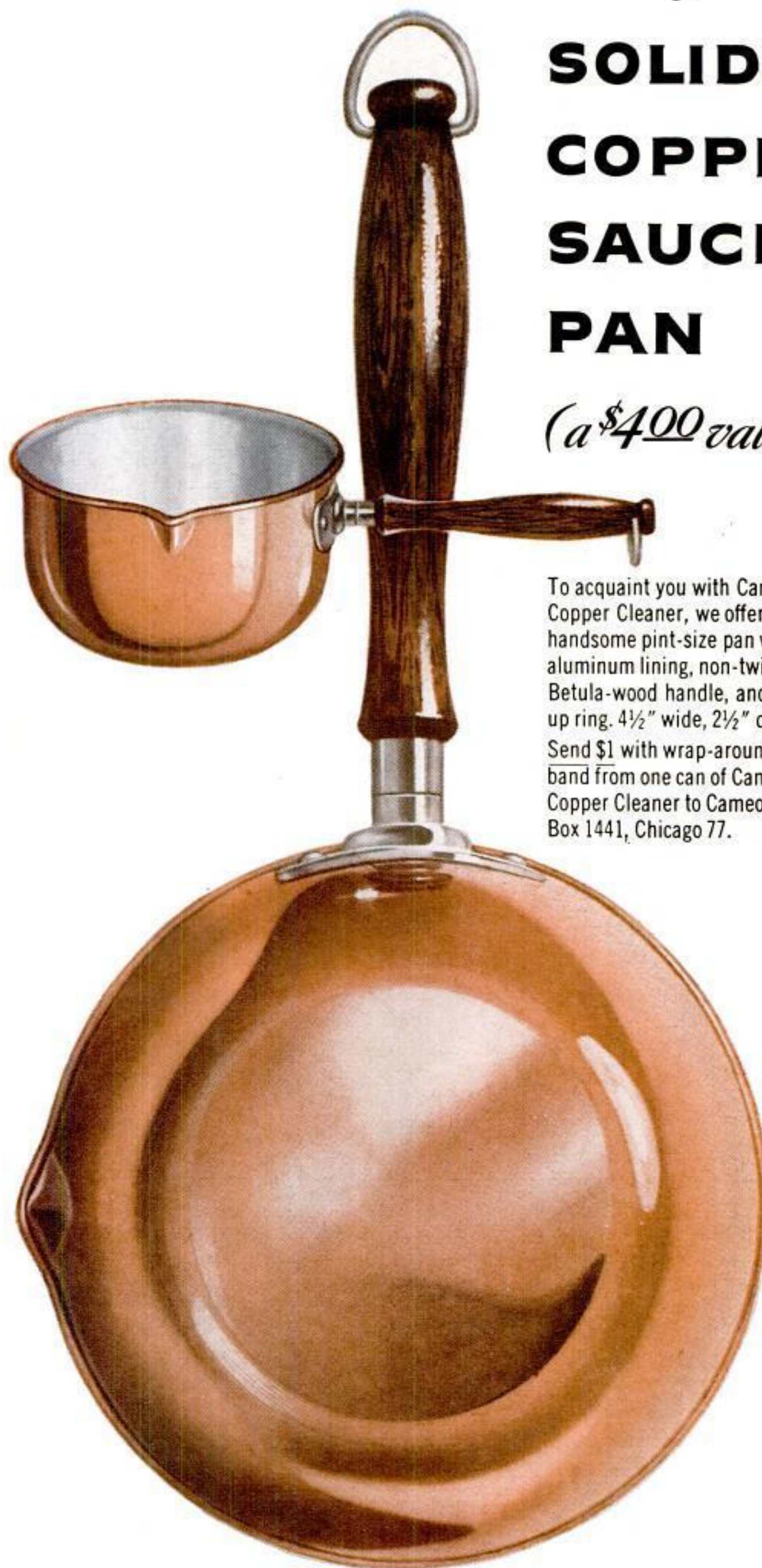


with beg (next picture), watches the technique of a boy his size and finally summons up courage to beg from a GI. He got Korean equivalent of about 15¢.

one Cameo band and only \$1 for this

SOLID COPPER SAUCE PAN

(a \$4.00 value)



To acquaint you with Cameo Copper Cleaner, we offer this handsome pint-size pan with aluminum lining, non-twist Betula-wood handle, and hang-up ring. 4½" wide, 2½" deep. Send \$1 with wrap-around band from one can of Cameo Copper Cleaner to Cameo Corp., Box 1441, Chicago 77.

CAMEO COPPER CLEANER

Leading food stores now have Cameo Copper Cleaner, the new discovery that makes tarnish disappear presto! Instant-acting powder requires no hard rubbing—works miracles on copper, brass, stainless steel, chromium on your car. Get Cameo today and send for your copper sauce pan.



*Cleans metals faster, easier
or double your money back!*

Big 8 oz. can 39¢



Never-but never rides up!

**Perma-lift introduces the world's
most comfortable pantie with the
MAGIC OVAL CROTCH**

If you've ever had a pantie that chafed and irritated, if you've ever worn a pantie that just wouldn't stay in place, your troubles are over when you try this wonderful, new "Perma-lift" Pantie. The soft knitted jersey crotch is scientifically designed to give undreamed of comfort all day long. Sitting or standing—at ease or at play, the exclusive bias cut guarantees that the "Magic Oval Crotch" just can't ride up, bind or irritate your tender skin. Styled of cool, lightweight, controlling Power Net with nary a bone or stay, you're sleek and smooth for any fashion. Try on a "Perma-lift" Pantie with the Magic Oval Crotch at your favorite corset department. You'll feel the difference immediately. Prices so low you can afford several—from \$5.00 to \$10.00. Garment illustrated No. 3825 just \$8.50.

**Perma-lift—A trade-mark of A. Stein & Company
Chicago - New York - Los Angeles (Reg. U. S. Pat. Off.)
**Pat. Applied For



NO HOPE FOR "HUNCHY" (left) is diagnosis of doctors who gave Pa Tai a year to live because of TB of the spine. Called Hunchy because he cannot stand erect, he was a famous Pusan beggar before entering the orphanage.

VOICE FROM KOREA CONTINUED

not quite, so the undertaker took her last possession, a blanket.

She sat in the train station in Seoul for a week. That is when the sergeant found her. He managed to get his orders changed so he could stay in Korea while papers were cleared for him to take his new daughter home.

If you have ever been to Korea you remember the schools. Children sit shoulder to shoulder on wooden benches or on the floor of tents, caves and lean-tos. The teacher writes the lesson on a homemade blackboard. The few fortunate children who have school pencils write over the print of old newspapers. Here, you realize then, was the hope of Korea. The Koreans know that too. Along with the old people, who are revered for their age and wisdom, the

CONTINUED ON PAGE 1

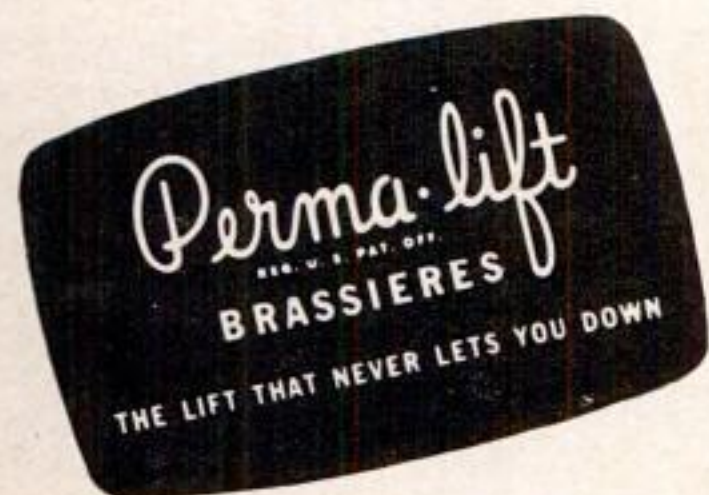


A CHANCE FOR CHOI comes with his new artificial leg. Choi Chu Li lost his leg and his father when the Communists bombed them while fleeing Seoul. Now, at Severance Hospital in Seoul, Choi learns to kick a ball without falling.



GUARANTEED *or your* MONEY BACK

**when you wear your Perma·lift Self-Conforming Strapless Bra,
you'll feel more secure — be more comfortable —
have a more perfect, lasting uplift than you've ever had before**



The first time you wear "Perma·lift's"* Wired Strapless Bra, you'll feel an amazing difference. Because of the exclusive construction, it conforms to you rather than making you conform to its rigid shape. The secret is the patented divided wires at the top of each bra cup that completely eliminate uncomfortable and dangerous pressure on delicate breast tissues. You'll feel so secure too, because your bra will stay exactly where you want it, day in and day out. With the famous Magic Insets, you're comfortably and lastingly supported, and that wonderful uplift lasts no matter how often you wash or wear your long wearing "Perma·lift" Bra. Newly designed in cotton, \$3.50 — nylon, \$4.00 and \$5.00 — in Long-Line style, \$5.95. Have a personalized fitting at your favorite store today. Satisfaction guaranteed or your money back.

*"Perma·lift"—A trade-mark of A. Stein & Company—Chicago • New York • Los Angeles (Reg. U. S. Pat. Off.)

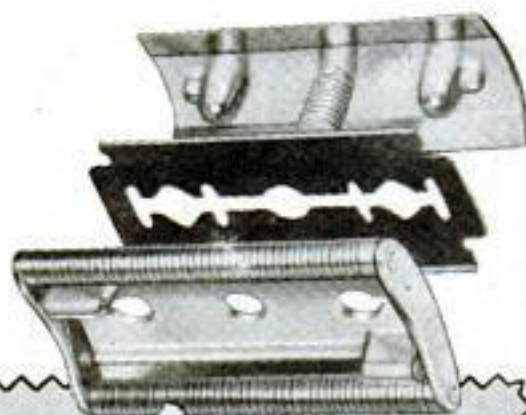


Give the gift that shows
how much you care...the new

Stahly

LIVE-BLADE RAZOR

Model S6
\$2250
Fully
Warranted



Power that's
built-in!

Self-contained
motor —
no cord or current
needed.
Shave anywhere
— anytime.



You can't go wrong
when you give a
Stahly for Father's

Day or a graduation present. The Stahly gives confirmed wet-shavers a power shave — they don't have to change their habits. Uses a regular double-edge blade. Motor, built to a watchmaker's precision, imparts 6,000 whisker-melting vibrations per minute to the blade. Sold in a handsome leatherette gift case. Drop in and see it today.

Stahly Inc. Division of Geuder, Paeschke & Frey Co.
320D N. 15th Street, Milwaukee 1, Wisconsin

Write for name of your Stahly dealer or
order from one of these fine stores.

VON LINGERKE & ANTOINE.....Chicago
THE HIGBEE CO.....Cleveland
J. L. HUDSON CO.....Detroit
SAGE-ALLEN & CO.....Hartford
L. STRAUSS & CO.....Indianapolis
JACK HENRY, INC.....Kansas City
BULLOCK'S (down town).....Los Angeles
THE DAYTON CO.....Minneapolis
GIMBEL'S.....Milwaukee, New York, Philadelphia
ABERCROMBIE & FITCH CO.....New York
LEWIS & CONGER.....New York
F. R. TRIPLER & CO.....New York
J. L. BRANDEIS & SONS.....Omaha
STRAWBRIDGE & CLOTHIER.....Philadelphia
JOHN WANAMAKER.....Philadelphia
FAMOUS-BARR.....St. Louis
THE EMPORIUM.....San Francisco



EACH WITH HIS HANDKERCHIEF, neat, well-fed Korean children sit in a circle and play games at the Happy Mountain Orphanage. Started by American soldiers, orphanage is now under supervision of the Korean government.

VOICE FROM KOREA CONTINUED

children are given the first food, the first clothes and the warmest spot in the house.

The agony of remembering is softened a little by the recollection of visits to the orphanages. It is heart-warming to know that, out of the generosity of their hearts, our American troops have given more than \$25 million from their own meager pay to Korea to save its children. They know what our government and the United Nations are doing for Korean relief, but they know it isn't enough. They gave money themselves because they wanted to. They are giving here in the U.S. too. Veterans' organizations all over the country are putting on "marches" to solicit for the American-Korean Foundation in its current drive for funds. The foundation (its address is simply c/o local postmaster) is a non-profit, nonsectarian, nonpolitical organization, which has been aiding Korean reconstruction for 20 months.

In the havens these donations have already provided are happy children in swings, on teeter-totters and in sandboxes. They sing. They sing the plaintive *Arirang* which rings out wherever Koreans are at work and children are at play. No matter how long you have been away from Korea you remember hearing that same tune hummed by the GIs as they go about their tasks.

And then you remember something so small that it has almost slipped your memory, but it is something significant. It was March, but none of the children in these orphanages had runny noses. Each had a small homemade handkerchief pinned to his jacket: It was a little thing, but amid all these scenes of destitution, there is some solace in this little gesture by our GIs.

You remember the deep personal and spiritual resources of the Korean people: their remarkable mixture of stoic courage, dignity, adaptability and humor; their thirst for education; and their deep traditions of the family as the basic social unit. You chuckle again when you remember the time you said, "They tell me that you

Save 40¢

SQUIBB "1600" ANGLE TOOTHBRUSH

2 for 98¢

Look for this
SQUIBB SPECIAL
at your drugstore

These famous multi-bristle brushes are bent like a dentist's mirror to reach those hard-to-get-at places.

NOW! S-T-R-E-T-C-H-A-B-L-E STRETCH SOX



**3 prs.
\$2.85**

Also, famous Bachelors' Friend Guaranteed Sox ... in these popular NON-STRETCH styles.

NYLON GIFT SOX 3 prs. \$2.25
Made of Twisted Nylon.

BUSINESS MEN'S SOX 6 prs. \$3.25
Mercerized Cotton Blended with Nylon.

BUSINESS MEN'S DRESS SOX . . . 6 prs. \$3.25
Tested RAYON Blended with NYLON.

BUDGET SOX 6 prs. \$2.25
Soft, absorbent Fine Combed Cotton.

Sold by America's Foremost Retailers
Manufactured by

Bachelors' Friend Hosiery Co., York, Pa.

CONTINUED ON PAGE 187

how come pop wanted a Buxton?

because it lasts longer... it's stitchless



The Buxton Convertible* outlives any other kind of billfold made, because it doesn't have a single stitch to wear out. Pop can carry his family album in the removable 8-window, leather covered photo-card case. In California Saddle Leather...\$7.50...others from \$5.

ALL PRICES PLUS TAX

THE CONVERTIBLE BY **BUXTON**
BEST FOR YOUR MONEY



Flavor-of-the-month for June
**SUGAR HILL STRAWBERRY
 ICE CREAM**



FREE! 4 bridal-party favors with the
 shield from a half-gallon of **Meadow Gold Ice Cream**



If you're giving a bridal shower, here are two June treats to delight your guests. The ice cream: special Sugar Hill Strawberry, made with plump, juicy berries, the smooth-frozen Meadow Gold way. The favors: gay, punch-out name cards, including a bride, maid-of-honor, and two bridesmaids. Created by Mary Blair, famous designer of children's books. Yours — *free!* Just send in the shield from any half-gallon package of Meadow Gold Ice Cream for each set of favors you want. Write Beatrice Foods Co., 120 So. La Salle St., Dept. L-64, Chicago 3, Illinois.

Meadow Gold is mighty good!

© 1954, BEATRICE FOODS CO.

Copyrighted material

VOICE FROM KOREA CONTINUED

Koreans are the Irish of the Orient." Looking you straight in the eye without the trace of a crinkle around the eyes or mouth, the Korean answered, "No, doctor, whoever told you that was mistaken. We are not the Irish of the Orient—the Irish are the Koreans of Europe."

Korea's spirit is still there, like a spark, flickering but alive. Korea needs more schools, hospitals, clinics and child welfare institutions. She desperately needs training for her people—more physicians, dentists, nurses, welfare workers, teachers, administrators, engineers, scientists and technicians. But even more than this, Korea needs to belong—to know that through courage, sacrifice and devotion to the principles of freedom, she has earned her place among the nations of the free world.

Education—\$4 a year

DESPITE inflation, a great deal can still be bought in Korea for a very little. An orphan can attend a public school for \$4 a year. One dollar a day will pay for a hospital bed in a children's hospital. Two hundred dollars a month of additional support for an orphanage will provide an adequate supplementary diet, school equipment and a teacher.

Here in a country halfway around the world, where we fought a war we did not win, we have at long last a chance to win the peace. For the first time in history U.S. soldiers who have had to devastate a country are voluntarily helping to reconstruct it.

Our own government and the U.N. have programs of official aid, but that is not enough, materially or spiritually. The Koreans who have fought, suffered and died to be free must feel the compassion of the warm person-to-person friendship and admiration which they have earned. We can never repay the Koreans for their steadfastness and their suffering by material things alone. We can only repay them in the currency of friendship by helping them with their comeback.

We have paid in blood and lives to stop Communist aggression in Korea. In this fight for freedom, little Korea lost twice as many of its people as the U.S. lost in World War I, World War II and Korea combined. Yet, despite all their suffering, the Koreans remain unsubdued. When I visited hospitals, leprosariums, refugee camps and hospitals on two missions to Korea last year (see below), I never heard a child cry or a man groan in his pain. All that was asked can be summed up in the appeal of one who said to me, "Won't you help us off our knees so we can continue to fight for the free world?"

Through military measures, Communist aggression has been halted in Korea, but the same vigor and determination that marked our military efforts must now be devoted to the economic and social reconstruction of this war-devastated nation. Otherwise we may lose through the "back door" what we have gained at a tremendous expenditure of lives and money.

It is when you remember all of these things that you are glad you can never really leave Korea, that you are privileged to carry a part of it with you always in your heart. It is a privilege as well to be part of a crusade that helps a gallant nation off its knees.



AUTHOR RUSK (in dark shirt) visits a Seoul orphanage in 1953 on one of his two trips to Korea for the American-Korean Foundation, of which he is president. With him above is General James Van Fleet (right), chairman of the foundation. It has already sent \$5 million to Korea in money and supplies.

JUST One Shampoo

... and your hair grows lovelier

CONTI'S olive oil castile safeguards the **NATURAL OIL BALANCE** of your hair

Your first shampoo proves it. Conti Castile Shampoo is scientifically good for your hair. End detergent dryness with its natural oil conditioning. Made with imported olive oil, Conti recaptures the bright natural luster... the caressing softness.

Your hair takes and holds waves beautifully, without damage to hair coloring. Why have dry, wispy, hard-to-manage hair?

Conti Castile Shampoo will make it lovelier.

Regular size, 57¢

CONTI
CASTILE SHAMPOO
made with olive oil



USED BY LEADING HAIRDRESSERS

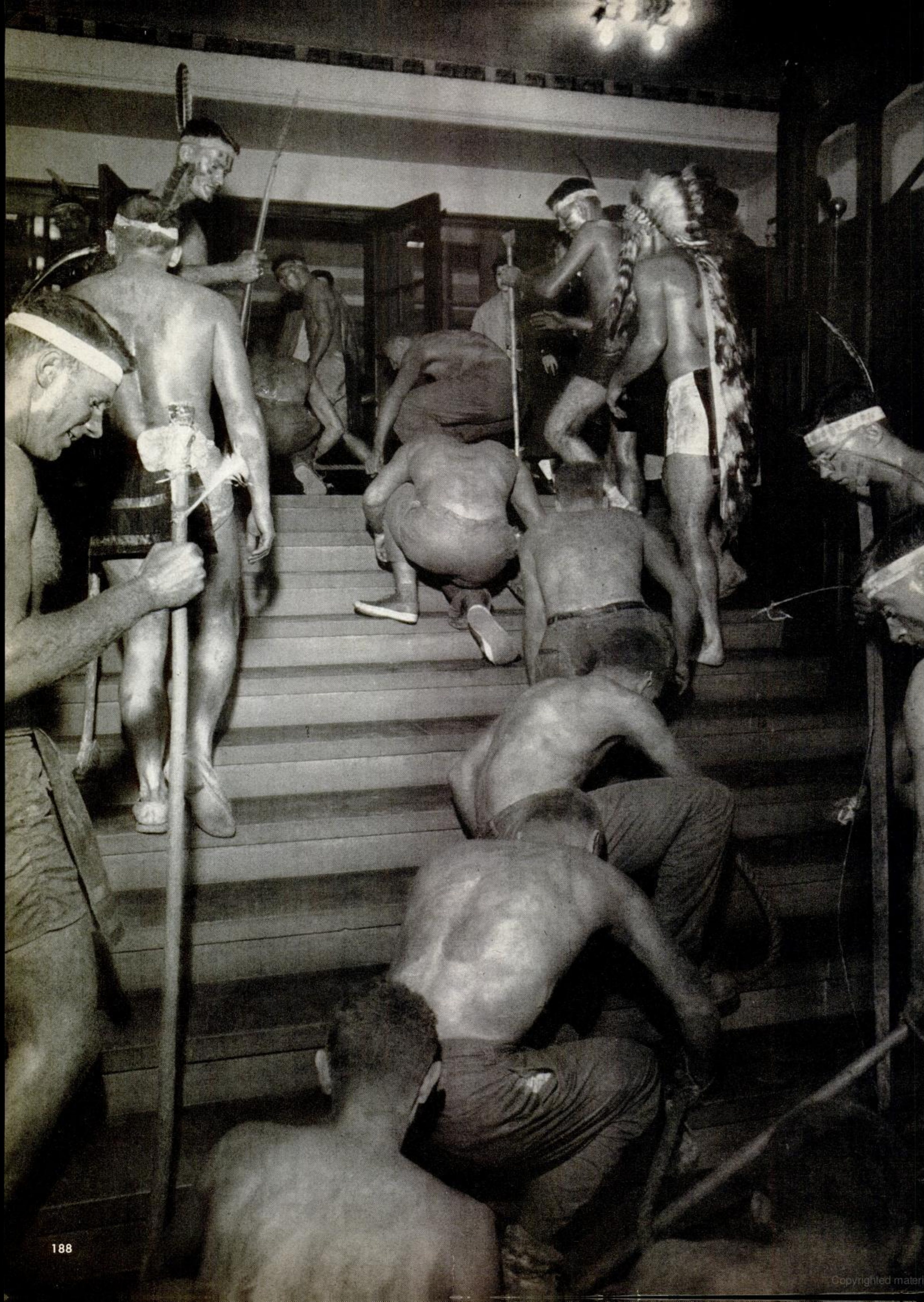
"Conti is our regular salon shampoo," says famous *Emile—Rockefeller Center*. "It is a favorite with leading hair stylists everywhere."

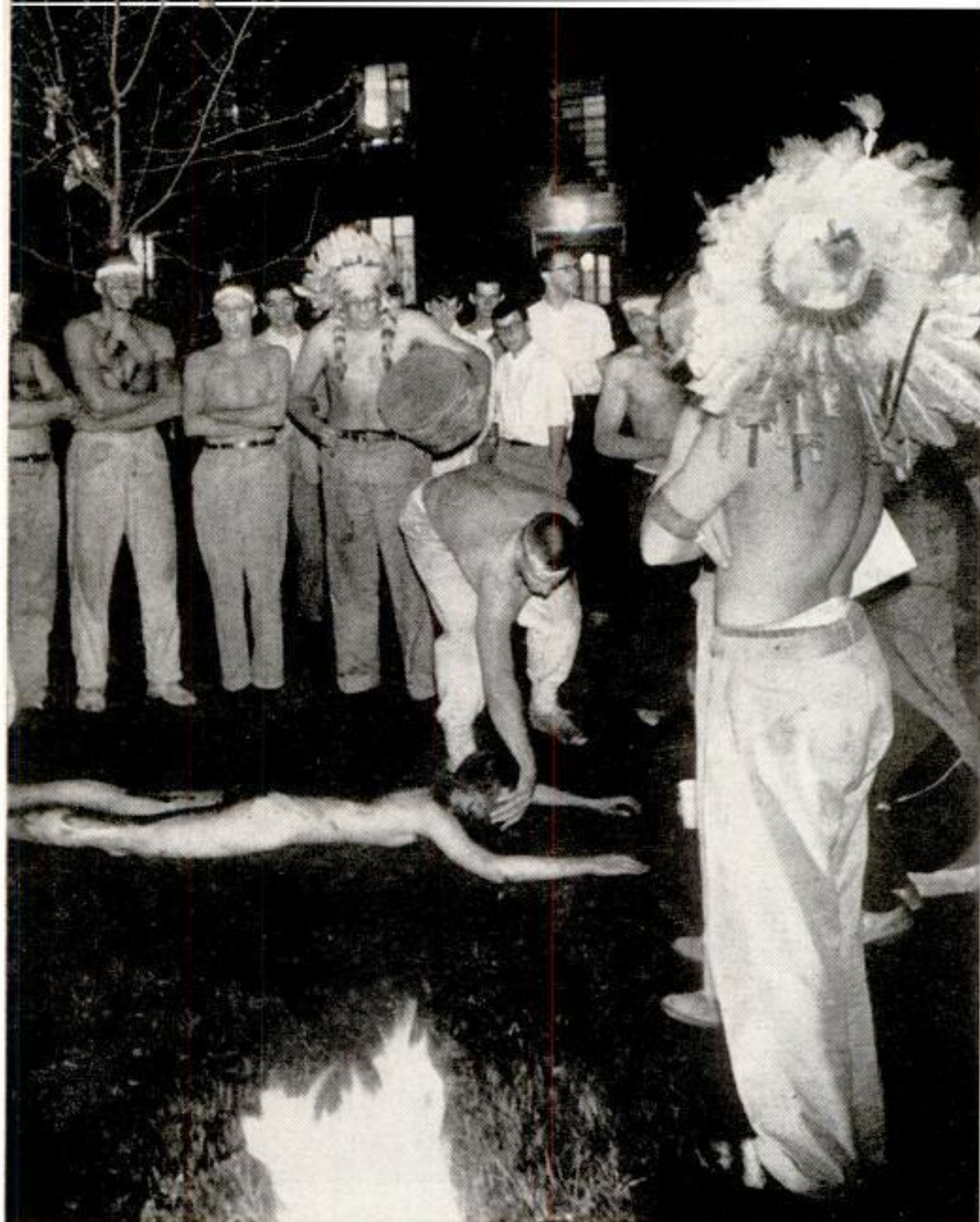


NO SEAMS TO WORRY ABOUT!
LEGS LOOK SLIMMER, TRIMMER—
IN SEAMLESS STOCKINGS BY

Hanes

HANES HOSIERY INC. • 350 FIFTH AVE., NEW YORK • \$1.35 TO \$1.95 AT LEADING STORES





PROSTRATE PALEFACE, interhouse council president, Stan Levy has mixture of beer and dirt massaged into face by a stern brave on first night of rites.



PREPARATIONS FOR WARPATH are made on roof of men's union by Michigamua members who become redskins by applying grease paint to each other.

Life Goes to an Honor Society's Tribal Rites

REDMEN AT MICHIGAN INITIATE NEW BRAVES WITH NOBLE SAVAGERY

Most of the year the members of the ancient tribe of Michigamua, top senior honor society of the University of Michigan, are a sober lot of redskins who confine their Indian doings to a Wigwam atop the men's union building. There, every Monday, holding a powwow on campus problems, they talk the official Michigamua language formed by adding um to verbs. "When

speakum Indian talk," says the sachem, "must speakum slower and thinkum what sayum."

But once a year, when paleface juniors must be initiated, the braves go on the warpath. Last month, daubed with war paint and decked with eagle feathers, the Michigamuans burst across the campus in a night raid. They dragged victims out of bed and dumped them on the lawn.

There, stripped naked, doused with beer by the light of impromptu kerosene fires, the candidates were adjured to "beum damn humble" and left with a birchbark of instructions.

After days of torture and tutoring (pp. 190-194) the palefaces earned a new title—"young bucks," and the right to an old motto: "Fightum like hell for Michigan and Michigamua."



← **DUCK-WALKING UP STAIRS** of men's union in Rope Day "death march," initiates, tied by wrists to length of rope, endure seven-flight climb to roof.

SITTING ON STEPS for portrait with tormentors (standing), initiates humbly keep their faces hidden. Group is made up of Michigan undergraduate leaders.



*A wonderful present
for your wonderful
DAD*

Evans
HAND TURNED
SLIPPERS



CHEROKEE
OPERA



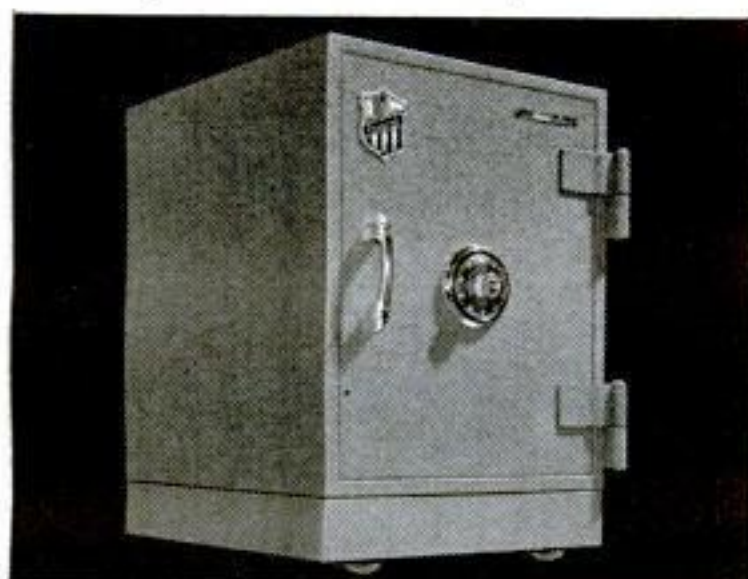
You couldn't find anything nicer, for Evans Slippers are always the greatest gift in the world for a man. Always in stock in good shoe stores the country over.

© L. B. EVANS' SON COMPANY, Wakefield, Massachusetts

FOR 113 YEARS YOUR GUIDE TO THE BEST IN MEN'S SLIPPERS • IN CANADA — NARWIL SHOE CO., LTD.

For the
**Small Office
or Home**

Now! Protection, privacy \$59.25*
and peace of mind for only



The Protectall "Veep" is the lowest-priced Underwriters' approved safe in America. It's certified to withstand fire exposures up to 1700° F. Guards against destruction of records you must have to operate. New, Modern styling. "Million-change" combination lock. Space for ledgers, acc'ts receivable, tax, inv. records. Bankers Gray or Office Green. Weight 130 lbs. See your Protectall dealer or mail coupon, now.

*With complete interior, add \$5.00. Price slightly higher in south and west.



Protectall Safes

DEPT L-6, HAMILTON, OHIO

FREE Please send me () illustrated catalog, and () name of my nearest Protectall dealer.

NAME.....

ADDRESS.....

CITY & STATE.....

Member of Safe Manufacturers National Association

**Now! Do Your Own
CEMENT Jobs
with Ready-to-Use
SAKRETE**

**Do a professional Cement Job
yourself with SAKRETE Products**

SAKRETE Gravel Mix—for major jobs.

SAKRETE Sand Mix—for patching and pointing.

SAKRETE Mortar Mix—for laying brick, concrete block or stone.

Send 10c for 44-page book Instructions for doing hundreds of Sakrete jobs. Address: SAKRETE, Inc., P.O. Box 11-B Cincinnati 17, Ohio.



JUST ADD WATER

**POPULAR FAVORS FOR
CHILDREN'S PARTIES—
HEALTHFUL SUN-MAID
RAISINS!**



**First Choice
The
World Over!**

Ask your grocer for the SUN-MAID 6-PACK. Six pocket packages just right for between meal snacks!

NOW FLAVOR-PROTECTED WITH CELLOPHANE

Tribal Rites CONTINUED



RIPPING OFF SHIRTS, braves in breechcloths attack victims standing at Tappan Oak, a campus landmark. Other braves rush from powwow to assist.



SPLASHING ON WATER which palefaces had to bring to the ceremony, braves douse them so red brick dust, applied afterward, will stick to skin.

CONTINUED ON PAGE 192



The average American family
eats all this food each year
(\$1300 worth if purchased retail).

A GUIDE TO BETTER LIVING...FROM VICTOR

THE TRUTH ABOUT FREEZERS

Is the Quickfreezer an "expense or an economy?" Does it really save you money or is it simply a more convenient way of living? Read all these facts before you decide on any freezer.

A lot of claims have been made for the food freezer. "They save you 30% to 50% on food!" "They cut your shopping time!" "A Quickfreezer makes meals easier to prepare!" "You get better food when you own a freezer!" How much truth is there in these claims?

Perhaps the most important truth about owning a Quickfreezer is that you get *more* out of it than you put into it . . . in terms of convenience, easier shopping, better food . . . and money saving as well. The claims are true . . . but because every freezer owner is a different human . . . the value he or she will get from a Quickfreezer varies in degree.

The average American family of four spends approximately \$1300 a year on food. By buying meats and other major food items in larger quantities and storing them in a freezer, you can save tremendously over the cost of food purchased in small quantities each week. Obviously, some freezer owners will save more than others. Obviously, too, freezer owners can save as much as 50% on *some* foods . . . but not on others. Actually the average total savings will be closer to 15% or 20%.

In a recent survey of almost 500 freezer owners, 81% said they "saved money by owning a freezer." At the same time, about half admitted that they had purchased a freezer which they now find is "too small."

Until recently, the frozen food industry failed to keep pace with the growth of home freezers . . . That picture has now changed. Freezer owners say that they purchased food for their freezers at a discount in Supermarkets, at Farms, Chain Stores, Frozen Food Stores, Frozen Food Locker Plants. 87% of the same owners state that they are completely satisfied.



STEAK AS PURCHASED fresh from the store. (Actual photograph.)



STEAK AFTER 4 MONTHS in Quickfreezer. It still has all the original tenderness, flavor and vitamins.

The truth about the Quickfreezer is that it is bringing a complete new way of life to America. You eat better . . . and you save money. When you own a Quickfreezer you have a supermarket right in your own home. It is no longer necessary to go shopping every week, to run to the store in rainy or snowy weather; waste your time and gasoline.

It is important that you buy the right freezer. You want a freezer with all the features, quality and value that your money can buy. You want a Victor Quickfreezer. "If you've thought that someday you'd buy a freezer, get one now." See your Victor dealer. He will make a Family Food Budget for you, that will show you how you can live better and save money with a Victor Quickfreezer. Or if you prefer, mail the coupon in the Victor advertisements on the next two pages.

Phone Western Union Operator 25 and ask for the name of your nearest Victor dealer.

An advertisement in the Interest of Better Living . . . by Victor Products Corporation, Makers of Quickfreezer, the original Food Freezer.

MY "FAMILY FOOD BUDGET" CAN SAVE YOU \$120 A YEAR



BETTY BLAKE, Victor's home economist, has created a special food buying program that will be developed to your individual family needs. Ask your Victor dealer to have one prepared for you.

**Enjoy Garden-Fresh Vegetables...Better Meats...all year 'round
with a Victor Quickfreezer...pay for it with the money you save.**



YOU CAN PREPARE entire meals in advance. With a Quickfreezer you can save by buying food in season at lower prices and storing it.

The convenience and extra vitamin-freshness that a Quickfreezer provides is important. Equally important are the *actual* dollars and cents savings. Instead of small lots every week, you buy larger quantities at near wholesale prices. For instance, 150 lbs. of beef bought for a Quickfreezer cost approximately \$23.14 less than the same cuts purchased at retail.

Before you buy a freezer, read the Victor advertisements on the preceding page and on the page opposite. We'll make up a *free* Family Food Budget for you. Phone Western Union Operator 25 for the name of your nearest Victor Quickfreezer dealer or mail the coupon below.

MAIL THIS COUPON

Betty Blake, Home Economist

Victor Products Corp., Dept. L-64, Hagerstown, Md.

Please prepare a Victor Family Food Budget for me. I will supply the information you need concerning foods we use, size of family, etc. I understand there is no obligation.

Name _____

Address _____ RFD # _____

City _____ Zone _____ State _____

COPYRIGHT 1954. VICTOR PRODUCTS CORPORATION



THE BETTY BLAKE Family Food Budget is a carefully planned, individually prepared food program. It can show you how to save up to \$120 a year.

Tribal Rites CONTINUED



WORDS OF WISDOM from Michigan Athletic Director Fritz Crisler (*right*) are soberly heard by initiates who rest on roof after Rope Day climb (*p. 188*)



"WASHUM OFF INDIAN COLOR," sachem's command after ordeal, is complied with by new young bucks, Tom Leopold (*left*) and Dick Pinkerton.



OLD BRAVE AND YOUNG BUCK, Burton Knapp, Michigamua '04 and Steve Jelin, '55, head of student government, attend tribal feast Friday night.

CONTINUED ON PAGE 194

Look Mom, NO HANDS!



VICTOR'S NEW PEDAL-DOR QUICKFREEZER *opens with a touch of the toe!*

Stores up to 665 lbs. of Frozen
Food. Takes up less than 1 sq. yd.
of Floor Space.

1 ADJUSTABLE SHELF. Extra space for large packages, easy to clean, beautifully finished in Aztec Gold.

2 New STORAGE DOOR adds extra convenience. 3 shelves for leftovers plus unique, Storage-Juice Dispenser.

3 Big, Separate QUICKFREEZER COMPARTMENT. For Quick-freezing or storage...super cold, refrigerated on 4 walls.

4 Visible GUARD-A-LITE. A valuable safeguard... warns of high interior temperatures, or power failure.

5 PEDAL-DOR Latch. Just a touch of the toe and the door swings open. Both hands are free for easier loading or unloading. Beautiful new door push-plate.

6 Victor famous 5-WALL COLD Construction. Freezing coils completely surround the interior compartment. No "warm spots."

7 FIVE YEAR WARRANTY! America's most beautiful freezer with the famous Victor Five Yr. Warranty PLUS Victor's \$200 Food Spoilage Protection.



Victor "Custom Built" Air Conditioners ($\frac{1}{2}$, $\frac{3}{4}$ and 1 hp). Cools, dehumidifies and filters. Push Button Control, exclusive No-Draft design.



14 Cu. Ft. Victor Quickfreezer. Holds 490 lbs. frozen food. Interior light, Guard-a-Lite, Lock, 5-Wall Cold. Other Sizes; 10, 19, 25 and 30 cu. ft.



AT LAST! A "Custom Built" Air Conditioner for casement windows ($\frac{3}{4}$ hp). Fits any casement window without removing glass or frame.

Copyright 1954, Victor Products Corporation

BETTY BLAKE SAYS: "Call Western Union by number and ask for Operator 25 to get The Name of Your Nearest Victor Quickfreezer Dealer. Ask him to prepare a FREE Betty Blake Family Food Budget that will show you how you can save up to \$120 a year."

Victor

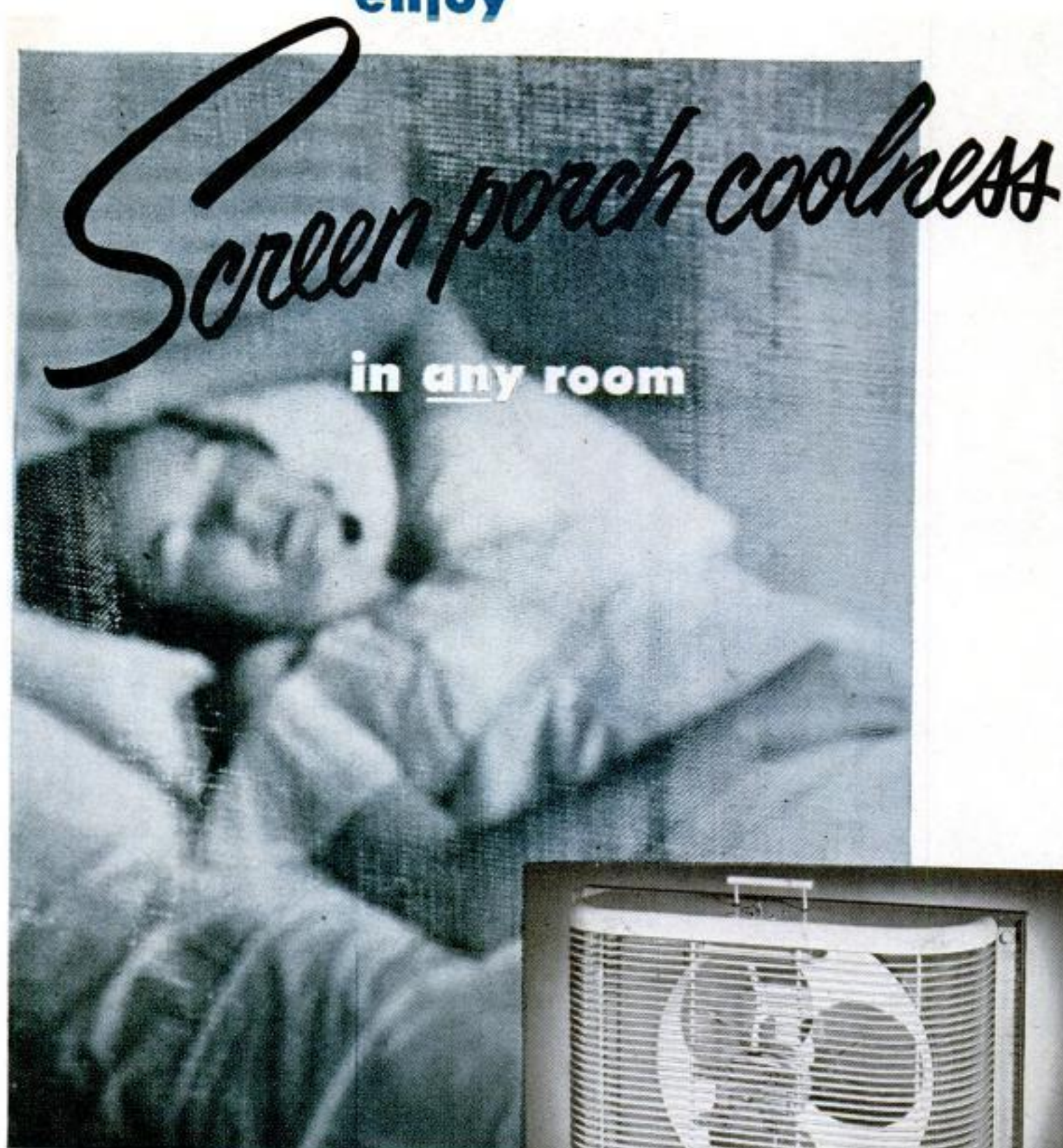
QUICKFREEZER

THE ORIGINAL FOOD FREEZER

Victor Products Corp., Hagerstown, Md. • Pioneers in Refrigeration for Almost 35 Years



enjoy



Screen porch coolness
in any room



Signal

Window fans

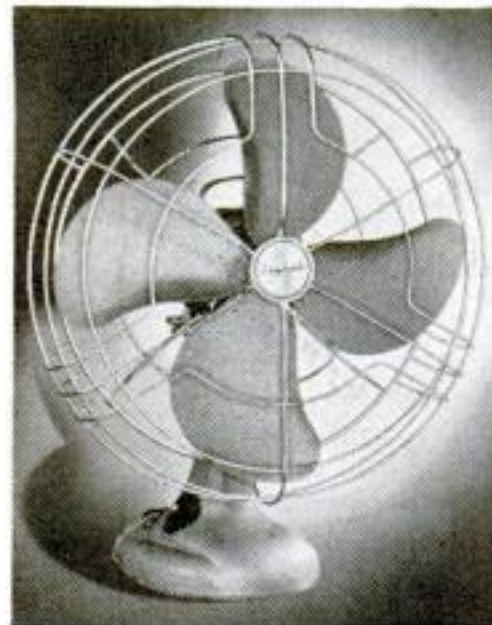
Sleep cool—live refreshed, all summer long. Flip a switch and let this Signal "Room Cooler" take daytime heat out—bring cool night air in. Electrically reversible... fits any window... nothing to install. Set in place... plug in—and zip, you're cool and relaxed. 16"... DWR-162... \$63.36. 20"... DWR-202... \$77.99.



JET STREAM

HIGH VELOCITY FANS

Jet design cowling, high velocity cooling! The precision-built Jet Stream moves more air over more area—faster. Smoothly, quietly cools several rooms at once. Tilts easily to almost any angle. 2500 C.F.M.... HV-100... \$36.58. 3500 C.F.M.... HV-120... \$46.33.



Oscillator fans

The name Signal is synonymous with world leadership in oscillating fans. Long, and widely known for their "Stout Heart," Signal motors are to be found in no other fan line. Oscillators from \$17.51 to \$63.36.

Signal Fans now on display at better appliance and department stores.

Signal fans are guaranteed for 5 years



SIGNAL ELECTRIC MANUFACTURING COMPANY, MENOMINEE, MICHIGAN

SUBSIDIARY OF KING-SEELEY CORPORATION

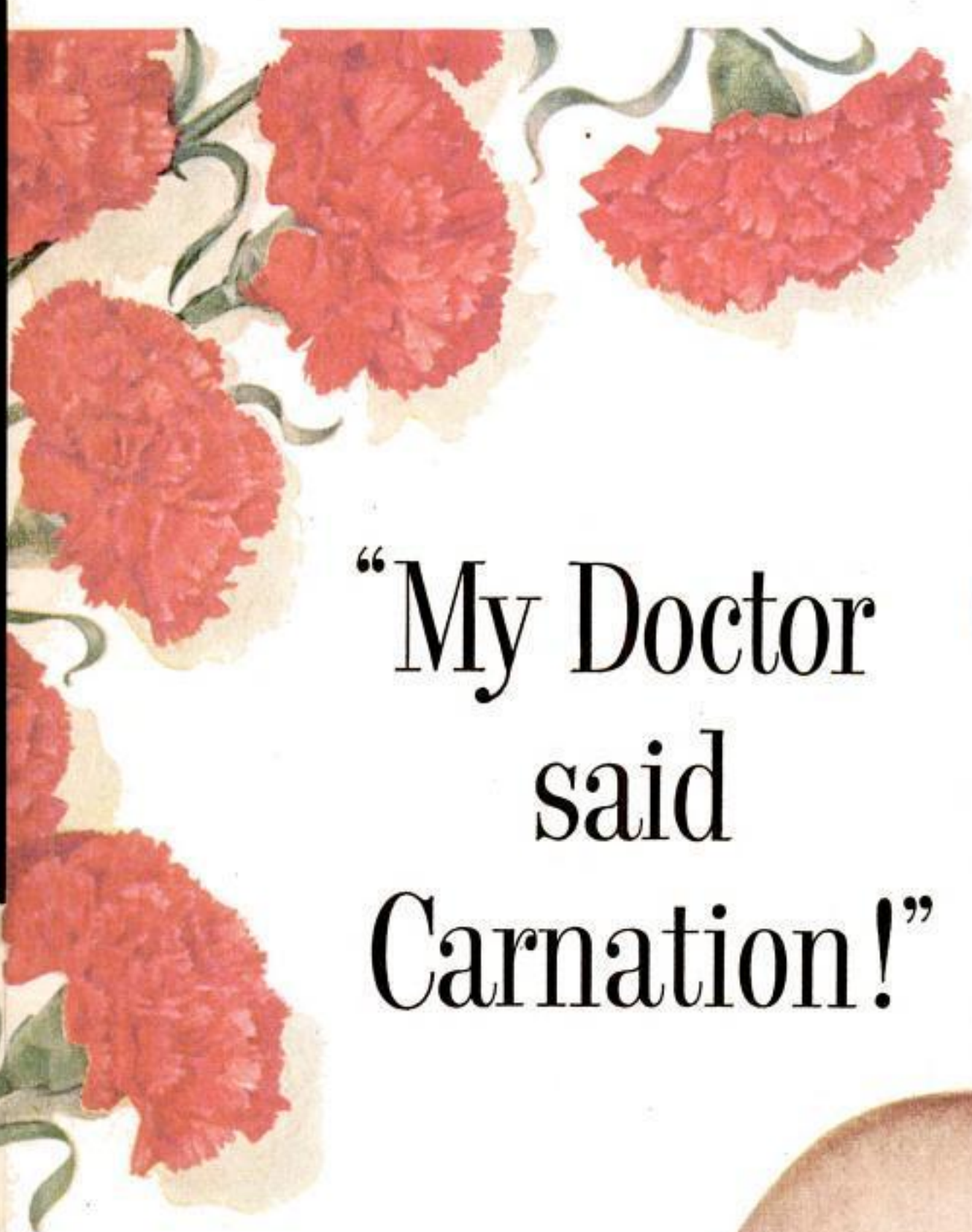
Tribal Rites CONTINUED



FRIENDLY SQUAW Sue Chaffee, who, with other girls, was brought to Saturday party as surprise for young bucks, delights date, Fullback Fred Bae



FINAL CHORE, taking fighting braves and their dates for Sunday boating, is performed by young bucks, paddling a flotilla of canoes on the Huron River.



"My Doctor said Carnation!"

8 out of 10 mothers who feed
their babies a Carnation formula
say: "My doctor recommended it."

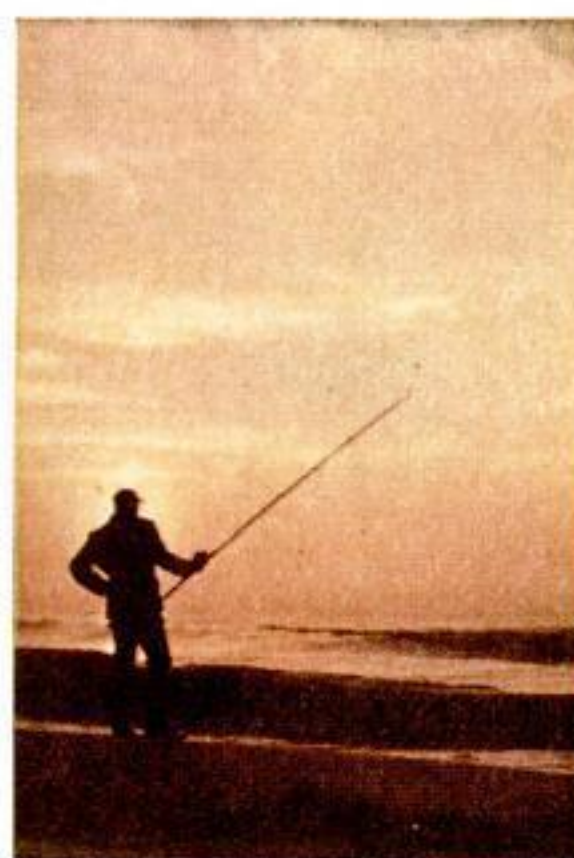
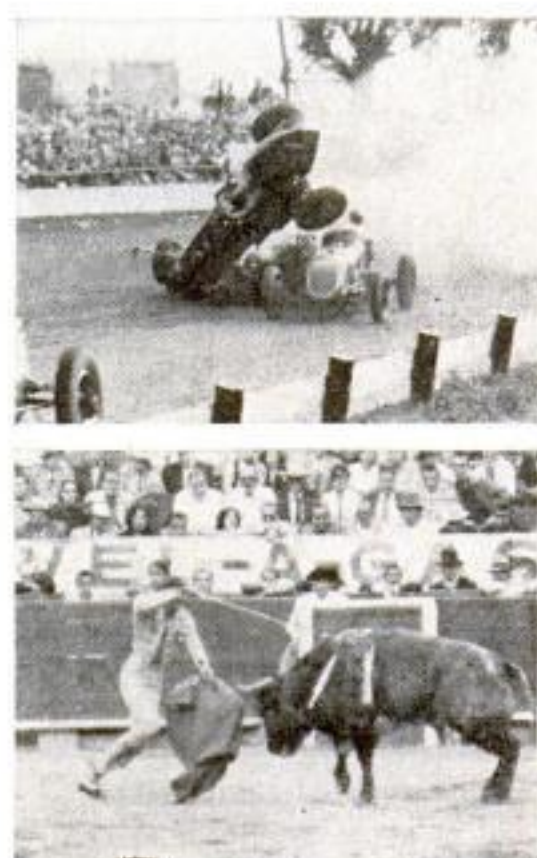
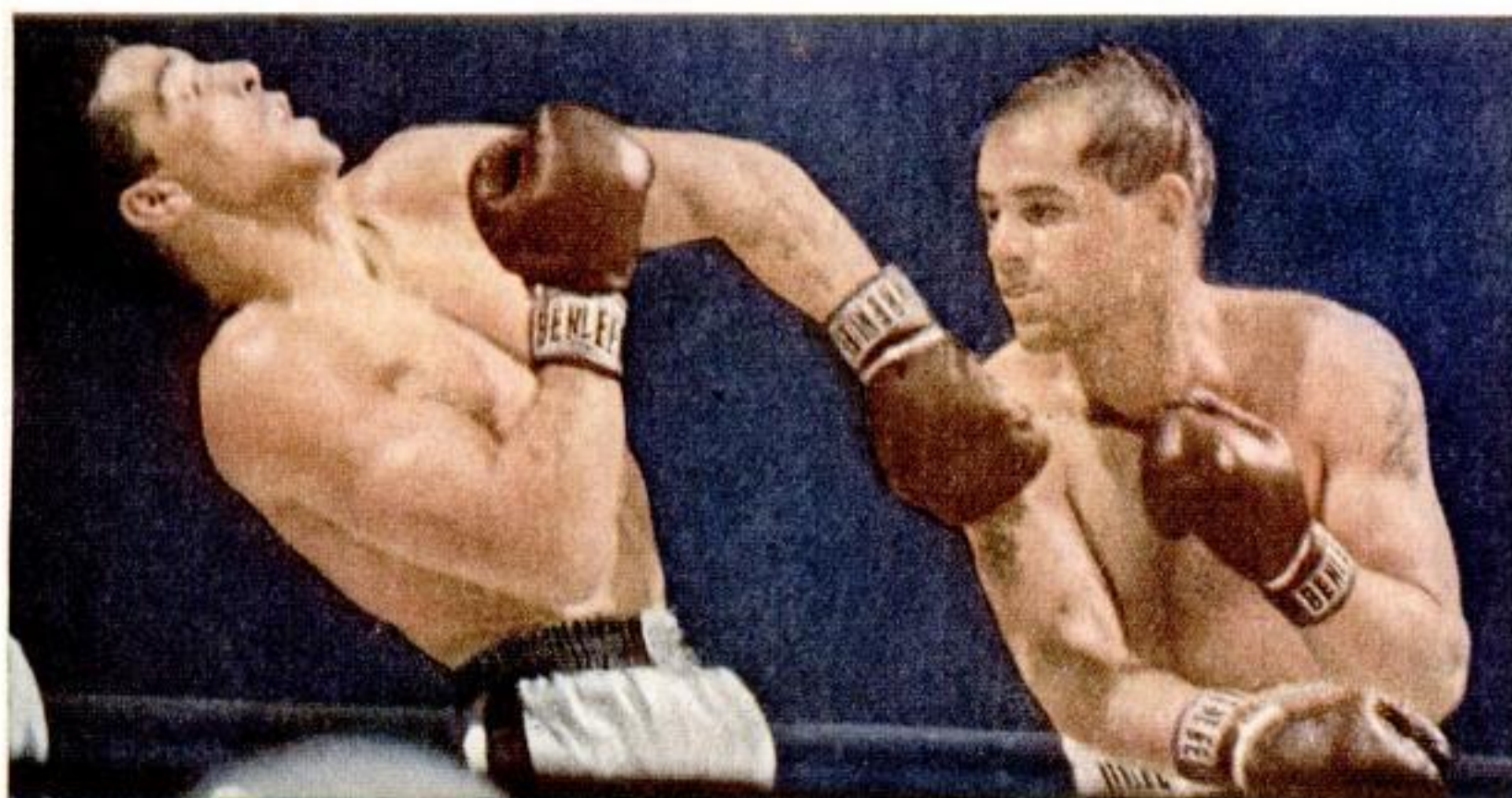
For over 50 years Carnation has been
a standard of milk quality—prescribed by
leading baby specialists everywhere.
No other form of cow's milk is so safe for baby.
None so nourishing or digestible. Why not
give *your* child the *proven* benefits of this
famous "milk from contented cows"?
Today, ask your doctor about Carnation.
It's the milk *every* doctor knows.



Famous Carnation Milk Farms near
Seattle, Washington—the home of "Contented
Cows"—where Carnation quality begins.

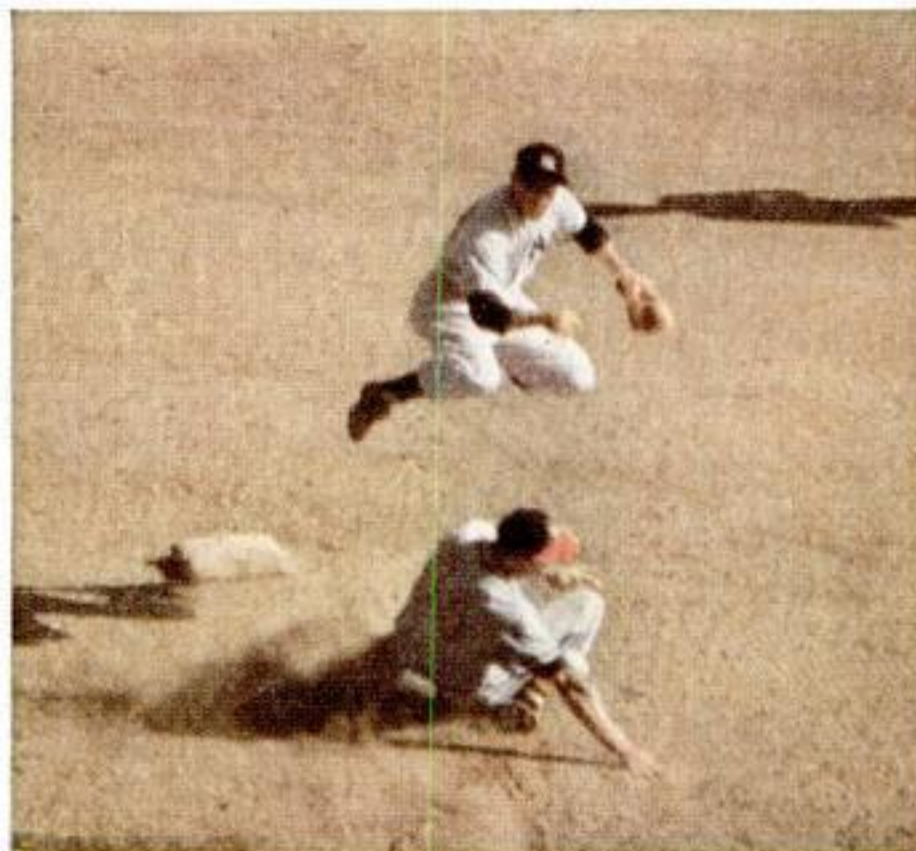


© 1954, 1955, CARNATION CO.



To heighten your enjoyment of the wonderful world we play in ...
the publishers of TIME, LIFE and FORTUNE

announce a new national weekly



THERE has never been a National Sports Weekly. Furthermore, it has been brilliantly proved that there never can be. People's interests are too varied. The fisherman cares nothing for baseball. The skier couldn't care less about the Kentucky Derby.

Maybe. Maybe that's the way it was. Maybe that's still the way it partly is. But one thing is sure: the world of Sport is a wonderful world, and everyone enters it with joy.

And so we enter it—as journalists, editors, writers, photographers, resolved to put something of the joy and the awareness of Sport into the form of a magazine.

It's a weekly magazine. It rushes to press every week the greatest pictures and the best accounts of the biggest events. And it paints the big enduring picture, too—of Nature, where the trout streams are, and the quail coveys and the snowy mountain sides.

There's no end to the wonderful world of Sport—not till the last fisherman's tale is told or the last 3-foot putt is missed. Soon, in Vol. I No. I, we'll begin where we are, in the middle of things: the unpre-

dictable headline happenings of the week, then the enduring picture of field and stream, then a battery of expert columns wherein the lure of many a famous sport will be expounded with loving care.

You don't have to read it—not any of it. Sport is Liberty Hall. It compels nobody. You don't have to read about it in order to be a better executive or a better housewife or to do your duty as a citizen in the Hydrogen Age.

But you'll surely want to have a look at this new magazine of Sport. Not just one issue, please. Take a year's subscription and see how you get on together. You may find that it makes more enjoyable what you already enjoy. And *that* could have consequences.

One consequence would be that, at last, America will have a great National Sports Weekly.

• • •

The pre-publication rate for Charter Subscribers is \$6.00 for the first full year—52 issues. If you wish to subscribe, please write New Magazine Dept. A1, TIME & LIFE, 540 North Michigan Avenue, Chicago 11, Illinois—or use the order card found in this issue of LIFE.



STRETCH IN THE SUN

The nightmares of many a \$2 bettor are filled with horses in this position, backing away from the finish line. But this gelding, Timber, an 11-year-old equine sybarite, is just stretching in the sun, yawning and letting a silly expression of delicious enjoyment spread over his face. Owned by David Camerer, a one-time Dartmouth football player, Timber is a reasonably gentle saddle horse, but one who likes things his way. Once transferred to a

pasture not of his liking, he jumped a fence, tied up Sunday traffic along Connecticut's jammed Merritt Parkway and led police a nine-mile chase to the pasture he wanted to be in. Such antics have won him considerable newspaper publicity and a chapter in Red Smith's latest book, *Views of Sport*. Thus when a man with a camera strolled by one morning, Timber almost automatically assumed the pose that just had to be photographed.

"Golden Flavor"

makes Milwaukee's finest beer even finer!

MILWAUKEE

Blatz Beer

Brewed in Milwaukee!

First in Milwaukee!

Finest in Milwaukee!



and be sure to try
Blatz "Continental Special"
the "Gourmet's beer"
dark... distinctive...
delicious!

© 1954, BLATZ BREWING COMPANY, MILWAUKEE, WIS., A DIVISION OF SCHENLEY INDUSTRIES, INC.

3 thoughtful ways to remember Dad

ON "HIS DAY" GIVE HIM THE SMOKE HE WILL
ENJOY . . . SPECIALLY GIFT-WRAPPED FOR HIM.

● Nearest and dearest to Dad — next to *you* — are his favorite cigarettes or his faithful pipe. So you be sure to please the Head of the House with a gift he'll honestly appreciate — Father's Day or *any* day. Give him — with his name on the built-in card — gift-wrapped Camels . . . Cavaliers . . . or Prince Albert!

R. J. Reynolds Tobacco Company, Winston-Salem, N. C.



FATHER'S DAY
JUNE 20th

Camel

Now more than ever America's most popular cigarette — for mildness, for flavor, for more pure pleasure!



Prince Albert

America's largest-selling smoking tobacco — a perfect gift for the pipe smoker — in the handsome 1-lb. tin!



Cavalier

The fastest-growing king-size cigarette — for the man who likes his cigarette long, mild and good-tasting!

